BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

« $500,000 »

More than $500,000 has been expended by this organization in originating and developing electrical transcriptions.

Today's widespread usage of electrical transcriptions in the commercial life of radio stations coincides with the objectives we anticipated in originating this idea four years ago.

The sales that the transcription industry has produced for radio stations throughout the nation indicate that the $500,000 capital expenditure has been justified.

ORIGINATORS AND PERFECTERS OF ELECTRICAL TRANSCRIPTIONS

NATIONAL RADIO ADVERTISING Inc.

New York: 120 West 42nd Street, Wisconsin 7-2391
Chicago: 410 N. Michigan Ave., Whitehall 4368
Detroit: 4-237 General Motors Bldg., Empire 822
Hollywood: 6425 Hollywood Blvd.

"On *the* SPOT"

Listen'n in . . .

Here, there, elsewhere. Finding the local hits of today that will be the big time smashes of tomorrow. That's part of our job.

More than one nation-wide favorite started as local talent on some small station. Built up a following. Got better and better known. Then was picked up by a smart advertiser as a pre-tested success.

No gamble there! Those advertisers knew what their programs would do. Knew it before they went on the air. Chandu, Rajput, Black and Blue, Centerville Sketches, among others, are examples.

There are like opportunities today, on Spot (individual station) Broadcasting. We know it. Because we've found the programs. Followed their results. Watched their success grow.

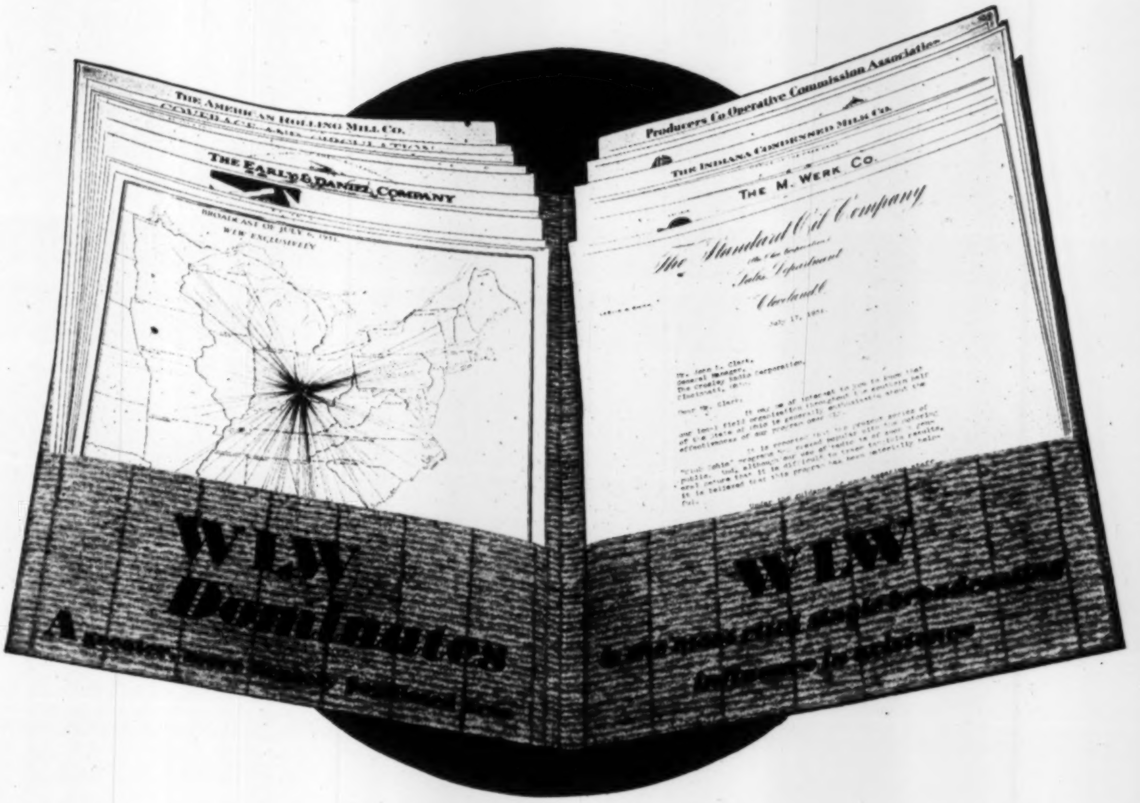
If you are thinking of radio advertising — and would like to take the gamble out of your program — get in touch with us. We have available other programs of pre-tested merit. One of these may be just the one for you.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY

CHICAGO DETROIT KANSAS CITY BOSTON OMAHA SAN FRANCISCO



The American Rolling Mill Co.
The Early & Daniel Company
Producers Co-Operative Commission Association
The Indiana Condensed Milk Co.
The M. Werk Co.
The Standard Oil Company
WLW Dominates
A
WLW

Map Copyrighted, American Map Company

WLW Does Pull!

Our *Clients PROVE* IT DOES

What better proof could be offered? In our new, 72-page portfolio we show letters from advertisers telling how WLW has helped their businesses. We believe that WLW can be of great assistance in solving similar problems for you. The charts, figures and illustrations shown will give you a complete idea of the benefits of WLW.

This interesting portfolio will be sent to advertising and sales executives, on request.

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., *President* • **CINCINNATI**

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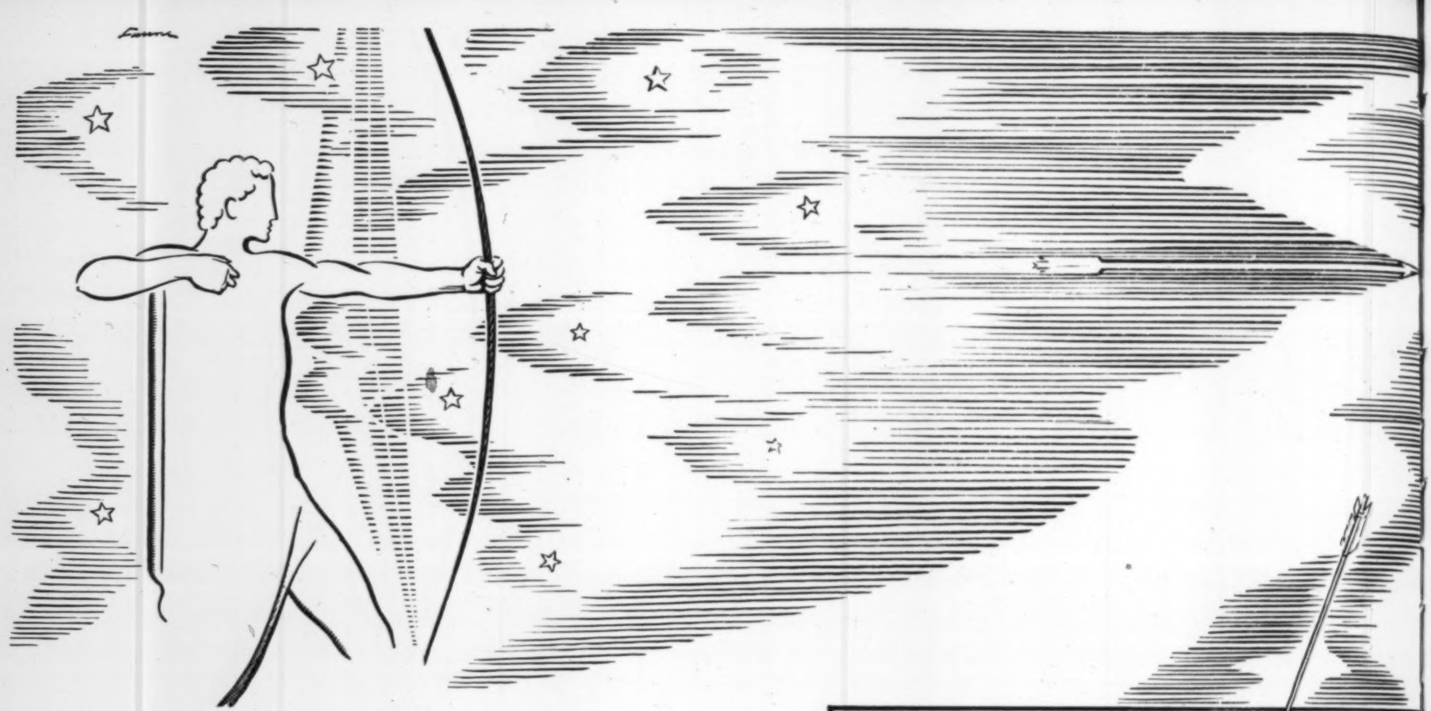


APPEAL like the flights of swift arrows to the

BULLS'-EYES OF YOUR MARKETS

124 radio stations in this nation-wide system are equipped with Western Electric Broadcasting equipment. *Each one is in the center of a market area.* You can shoot straight into these bulls'-eyes (any you select) and be sure of hitting them — with unity of effort. This is the World Broadcasting System's answer to the need for lower costs of distribution. *Write for full information.*

WORLD BROADCASTING SYSTEM, INC.
50 West 57th Street, New York City

179 King St., W., Toronto
6-242 General Motors Bldg., Detroit
Washington Bldg., Washington, D. C.

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

USERS OF THIS SYSTEM:

OLDS MOTOR
FRIGIDAIRE
HUPP MOTOR
DUTCH MASTERS CIGARS
MAXWELL HOUSE COFFEE
CHEVROLET MOTORS
OAKLAND-PONTIAC
LIFE SAVERS
EDNA WALLACE HOPPER
PHILLIPS'
DENTAL MAGNESIA
LOUIS PHILIPPE
JOCUR WAVE-SET
UNITED DRUG
GENERAL MILLS-BISQUICK

Western Electric

NOISELESS RECORDING

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 12 WASHINGTON, D. C. JUNE 15, 1932 $3.00 PER YEAR—15c A COPY

Limit on Advertising Called Dangerous

By SOL TAISHOFF

Commission Urges Self-Regulation in Couzens-Dill Report; Only 6½% of Time on Air Devoted to Sales Talk

THE FEDERAL RADIO COMMISSION—Seated, left to right: Commissioners Thad H. Brown, Harold A. Lafount, Maj. Gen. Charles McK. Saltzman, chairman; Eugene O. Sykes, vice chairman, and W. D. L. Starbuck. Standing, left to right: James W. Baldwin, secretary; Dr. C. B. Jolliffe, chief engineer, and Duke M. Patrick, general counsel.

A REPORT that unequivocally favors commercial broadcasting, without further governmental interference, was submitted to the Senate June 9 by the Radio Commission, in compliance with the Couzens-Dill resolution (S. Res. 129) adopted last January. The 325-page volume, exclusive of exhibits, is based on a six-month investigation of all phases of the broadcasting industry, with particular stress on advertising. It is submitted to serve as the basis for whatever legislation Congress may deem necessary to ameliorate the alleged "advertising evil."

While the report is devoid of recommendations as such, it is honeycombed with statements, analyses and deductions, based on replies to questionnaires sent to stations, advertising agencies, radio advertisers, foreign radio groups and others, which show the utter impracticability of attempting to limit, restrict or curtail advertising by legislation or even through governmental regulation. A government-owned or controlled system, suggested in the Senate resolution, appears to be economically impossible if service standards are to be maintained.

"Any plan, the purpose of which is to eliminate the use of radio facilities for commercial advertising purposes, will if adopted destroy the present system of broadcasting," the Commission said in replying to the most important of the 15 questions propounded in the resolution. The question asked what plans might be adopted to reduce, to limit, to control, and, perhaps, to eliminate the use of radio facilities for commercial advertising purposes.

Two Dissenters:

IN THE letter of transmittal, the Commission explained that Chairman Saltzman and Commissioner Lafount dissented from the majority view that additional legislation is necessary to enable the Commission to limit and control the amount of time used for commercial advertising purposes. They held that the Radio Act of 1927, under Section 4, gives such power to the Commission.

In every instance the Commission supported its conclusions by evidence procured from the industry and its affiliated pursuits. Letters from executives of 52 leading advertising agencies handling radio accounts were included in the report. These unanimously objected to Congressional tampering with broadcast advertising and predicted that broadcasting would deteriorate in every department, through loss of 75 to 90 per cent of the commercial accounts on the air, if advertising credits were limited to mere mention of the sponsor's name or otherwise restricted.

Allegations of excessive sales talks seem to be effectively exploded by the report. An analysis, covering a "typical broadcast week," showed that only 6.55 per cent of the total hours used by 582 reporting stations of the 607 then on the air were devoted to sales talks or descriptions of the commodity advertised. It showed also that slightly more than one-third of the total number of hours used by the same stations was devoted to commercial programs, with the remainder of a sustaining or non-commercial character. Sales talks consumed 18.11 per cent of the hours devoted to commercial programs.

Sales talks and related matters consumed 11.27 per cent of the commercial programs of network stations as compared to 20.03 per cent of the commercial programs of local stations, the report showed.

"A flat restriction placed upon the amount of time used for sales talks without regard to the location, power and activities of stations, would, in all probability, work inequitable results," the Commission declared. "Moreover, and in any case or class, limitations upon the use of time for commercial advertising, if too severe, would result in a loss of advertising revenue to stations, which, in all probability, would be reflected in a reduction in the quantity and quality of programs available to the public * * *.

"It would not appear to be practicable and satisfactory at the present time and in the ordinary case, to permit only the announcement of sponsorship of programs by persons or corporations."

The Commission suggested the situation should have its cure within itself, following in that regard the recommendations consistently made by the industry and by advertising agencies. It said that competition between advertisers insures the use of the best talent available and variety in commercial programs. Unless broadcasters correct their own mistakes, the report said, they will lose their means of support anyway.

Throughout the report, the Commission emphasized that, if Congress considered remedial legislation on advertising necessary, it should vest those powers in the Commission rather than undertake to place directly in the law any such restrictions. "We conceive," the report said, "it to be advisable to enact such legislation as will permit the Commission to impose such regulations as the circumstances from time to time seem to warrant, rather than legislation imposing specific restrictions and unflexible limitations."

Viewpoint of Agencies:

FROM ADVERTISING agencies handling radio accounts came general criticism of any attempt to regulate or limit advertising and expressions of confidence in the ability of radio to solve its own problems. As an advertising force, radio was commended. Objectionable sales talks in programs were said to be very largely the fault of the advertiser, rather than that of the station or agency. Any limitation, some said, would be wholly contrary to the spirit of American competition and would immediately paralyze the industry. Finally, it was asserted that the amount of sales talk is a matter of good taste and good business judgment, and neither could be brought about by law. A survey of the views of the agencies is presented on other pages in this issue.

As an encyclopedia on broadcasting the report is invaluable. For the first time, detailed figures covering profits, losses, investments and other fiscal data of stations and networks are given. Types of programs in every class of station are broken down for varying representative periods. Card rates of stations, methods of computing rates and other charges, and the manner in which the business of broadcasting functions are detailed from the standpoints of advertiser, agency, station and the public. Foreign broadcasting is covered fully and authentically.

Investment Figures:

ACTUAL investments in 571 stations and the major networks, as of Dec. 31, 1931, in broadcasting stations, totaled approximately $48,000,000. During the same year gross receipts of these stations amounted to $77,758,048.79 and gross expenditures to $77,995,405.68, which included $20,159,656.07 for talent and programs, $16,884,436.91 for regular employes, $4,725,168.23 for equipment and $36,226,144.47 for miscellaneous items.

Last year 333 stations reported profits aggregating $5,451,717.05, varying from $13.94 to $376,279 for particular stations. Losses were reported by 180 stations, aggregating $2,200,743.76 and varying from $22.50 to $178,535.72 in the case of a company operating two stations.

Education Broadcasting:

THE LAST eight questions in the resolution, and the final half of the report, related to educational broadcasting, to purported monopoly of stations by particular groups and to alleged discrimination against educational stations by the Commission. In these replies, the Commission analyzed the allocations to and services of the networks.

The final question asked was whether the Commission believed that educational programs can be safely left to periods donated by commercial stations—a question prompted by the demand of certain educational factions for 15 per cent of all waves to be devoted to education. The Commission replied:

> **"The present attitude of broadcasters, as indicated herein, justifies the belief that educational programs can be safely left to the voluntary gift of the use of commercial stations." It supported this by statistics from 533 stations, which showed they had offered their facilities liberally to local schools and colleges.**

The inquiry on which the report was based was directed by James W. Baldwin, Commission secretary, head of a special staff which devoted full time to the task. For the last two months the Commission has been studying the report, paragraph by paragraph, before submitting it to the Senate.

The Report:

IN A PRELIMINARY statement the Commission explained that the report is based upon information gathered from all known authentic sources. The bulk of it was based on replies to a questionnaire addressed to all stations covering the typical broadcast week from Nov. 8 to 14, inclusive, 1931. This period was selected with the view of collecting data for a period of time which was previous to the latest public discussions on the questions contained in the resolution.

Additional information was procured from a separate questionnaire to companies engaged in chain broadcasting, which required submission of information covering the calendar year 1931; from an interrogatory letter addressed to the Secretary of State concerning the broadcasting systems in certain foreign countries; from a like letter addressed to others, including the Secretary of Commerce and the International Broadcasting Union at Geneva; from questionnaires to advertising agencies, radio advertisers and educational organizations identified with radio, and from the Commission records.

Questionnaires were mailed to 607 stations and replies were received from 583 that could be used.

What is a Commercial Program?

HERE is the Radio Commission's interpretation of a commercial program, as contained in its report to Congress on the Couzens-Dill resolution:

"A commercial program is a program presented by the station for profit. It is sponsored usually by a person or corporation engaged in either wholesale or retail or merchandise with a view of gaining the good will of listeners and of making direct sales. The program content usually consists of either orchestra, song, drama, symphony, opera or variety, interspersed with sales talks or a description of the commodity advertised."

The Commission describes a sustaining program as follows:

"A sustaining program is a program presented by the station without compensation and at its expense. Its purpose is twofold: (1) It serves as one method whereby the station can qualify under the public interest clause contained in its license, and (2) it serves as a method by which the station seeks to enlarge and hold its audience and thereby increase the value of time available for commercial programs. The program content usually consists of either orchestra, song, drama, symphony, opera, variety, literature, science, politics, news, sports or special events."

Government Ownership:

IN RESPONSE to the first question of the resolution, asking what information there is available on the feasibility of government ownership and operation, the Commission broke down its answer into three separate statements. The first, dealing with information concerning the feasibility of a governmentally-owned and operated system in the United States, emphasized the utter futility of attempting to apply the so-called European Plan to this country. The second statement dealt with systems in foreign countries, and the third with information concerning the system now in use in this country.

Following is the Commission's statement concerning a government system in this country:

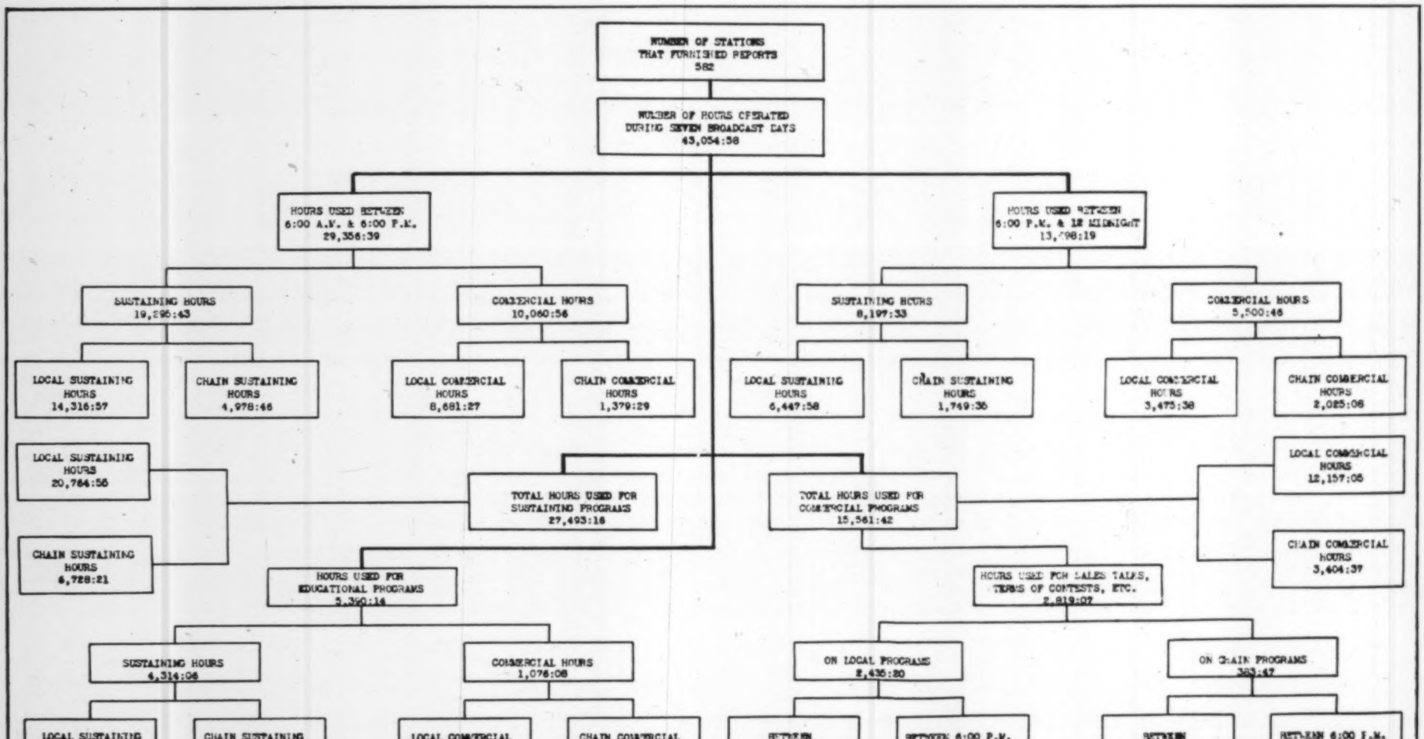
"There has been no governmentally-owned broadcasting system in North America and consequently any information concerning such operation must come from the experiences of certain European nations * * *.

"Conditions in Europe and in the United States are entirely different. In Europe there are a large number of sovereign nations in a relatively small area, with different languages, different customs, and different political interests. The United States is a single nation in which the population is distributed over a large area. To apply results obtained in any European country to the United States would probably lead one to entirely wrong conclusions.

"There are many possible broad-

Chart Showing Classification and Distribution of Broadcast Hours of 582 Stations

During the Week November 8 to 14, inclusive, 1931



NUMBER OF STATIONS THAT FURNISHED REPORTS 582
NUMBER OF HOURS OPERATED DURING SEVEN BROADCAST DAYS 43,054:58
HOURS USED BETWEEN 6:00 A.M. & 6:00 P.M. 29,356:39
HOURS USED BETWEEN 6:00 P.M. & 12 MIDNIGHT 13,698:19
SUSTAINING HOURS 19,295:43
COMMERCIAL HOURS 10,060:56
SUSTAINING HOURS 8,197:33
COMMERCIAL HOURS 5,500:46
LOCAL SUSTAINING HOURS 14,316:57
CHAIN SUSTAINING HOURS 4,978:46
LOCAL COMMERCIAL HOURS 8,681:27
CHAIN COMMERCIAL HOURS 1,379:29
LOCAL SUSTAINING HOURS 6,447:58
CHAIN SUSTAINING HOURS 1,749:36
LOCAL COMMERCIAL HOURS 3,475:38
CHAIN COMMERCIAL HOURS 2,025:08
LOCAL SUSTAINING HOURS 20,764:55
CHAIN SUSTAINING HOURS 6,728:21
TOTAL HOURS USED FOR SUSTAINING PROGRAMS 27,493:16
TOTAL HOURS USED FOR COMMERCIAL PROGRAMS 15,561:42
LOCAL COMMERCIAL HOURS 12,157:05
CHAIN COMMERCIAL HOURS 3,404:37
HOURS USED FOR EDUCATIONAL PROGRAMS 5,390:14
HOURS USED FOR SALES TALKS, TERMS OF CONTESTS, ETC. 2,819:07
SUSTAINING HOURS 4,314:06
COMMERCIAL HOURS 1,076:08
ON LOCAL PROGRAMS 2,435:20
ON CHAIN PROGRAMS 383:47
LOCAL SUSTAINING HOURS 3,148:56
CHAIN SUSTAINING HOURS 1,165:10
LOCAL COMMERCIAL HOURS 556:59
CHAIN COMMERCIAL HOURS 519:09
BETWEEN 6:00 A.M. & 6:00 P.M. 1,800:41
BETWEEN 6:00 P.M. & 12 MIDNIGHT 634:39
BETWEEN 6:00 A.M. & 6:00 P.M. 159:37
BETWEEN 6:00 P.M. & 12 MIDNIGHT 224:10

casting systems which could be operated in the United States under government control but the determination of a proper technical system depends on the aim to be accomplished. The United States is made up of 48 political subdivisions having varying areas, populations and interests. The policy adopted might take into account the particular interests of the people of the various states with the selection of programs in the control of each state, or all stations could be nationally owned and operated with the selection of all programs in the control of a national organization.

"Each policy requires a different system of technical operation, and it is not possible to formulate a definite plan of technical operation without a determination of policy. For example, it might be decided that each person in the United States, no matter where located, is entitled to receive the same number of programs, each with a satisfactory signal free of interference. Such a service might be accomplished by means of a large number of low power stations operated in several synchronized chains.

"It is estimated that such a system would require approximately 1,000 stations for each program. To supply three programs would require an initial cost for installation of approximately $120,000,000 with an annual technical maintenance of approximately $100,000,000. (These cost figures do not include cost of talent.)

"Another possible policy might be to give two or more national programs which could be heard at night throughout the United States and provide one or more stations to be operated independently by each state to give programs of interest to the states. The national coverage could be provided by several high power stations geographically arranged so as to give a satisfactory rural service. The state stations would vary in power depending on the area of the state to be served. To give such a service would require an initial investment of approximately $50,000,000 with an annual technical maintenance of approximately the same amount. (These cost figures do not include cost of talent.)

"These two plans are simply examples which have been developed to show the possibilities and to give some idea of cost. There are many other plans that could be conceived, each of which would serve a certain purpose and fulfill a particular policy. Without the policy, however, complete studies cannot be made and cost figures cannot be estimated accurately.

"The present system of competitive operation of broadcast stations by private enterprise has grown up under the policy laid down by Congress in the Radio Act of 1927. Under this system all the people of the United States get some form of radio broadcast service. If this policy is to be changed, then a thorough investigation of all the various possible methods of serving the people of the United States should be made and a policy determined which would be satisfactory.

"The Federal Radio Commission is ready to prepare detailed plans for a technical arrangement to meet the needs of any policy which may be determined if it should be decided that government ownership and operation of broadcasting is desirable for the United States."

The second phase of the government ownership statement, covering foreign systems, was in the nature of a chronological history of their activities. Because practically the same information has been given in previous issues of BROADCASTING, there is no need for its repetition here. The nations covered are Argentina, Australia, Brazil, Canada, Chile, France, Germany, Great Britain, Italy, Mexico, Russia and Spain. The report discloses that, despite the fact that most of these nations have government control in some way or other, commercial programs are coming to be more and more in evidence.

U.S. Broadcasting Today:

IN THE THIRD section of the government - ownership statement the Commission reviews broadcasting in the United States. "Radio broadcasting in the United States," it says, "has grown to be a very large industry. This industry engages 607 stations located geographically so as to insure consistent radio reception at night over about 46 per cent (56.2 per cent daytime) of the total area of the continental United States and to about 89.6 per cent (94 per cent daytime) of its total population. The entire area and total population of the United States receives intermittent service at night."

The Commission explained that the industry exists by virtue of licenses granted by the government for certain periods (usually 6 months) to operate radio stations in the public interest, and that it subsists solely upon the revenue derived from the sale of "broadcast time" for commercial advertising. All but about 40 of the stations are privately owned and privated operated, it explained. The exceptions are stations that are either directly or indirectly owned by states and municipalities.

Government Radio?

TO PROVIDE the United States with a government broadcasting system even remotely comparable to the existing system, would mean an outlay during the first year of around $220,000,000, exclusive of talent and program costs, it is estimated in the Radio Commission's Couzens-Dill resolution report. To set up a large number of local stations on several synchronized chains would require about 1,000 stations for each program, and to supply three programs would require an initial cost for installation of approximately $120,000,000 with an annual technical maintenance of about $100,000,000. No estimate is made of talent costs.

1931 Overhead of U. S. Broadcasting

ITEM	571 Individual Stations	Chain Companies	TOTAL
Talent and Programs	$10,259,022.29	$ 9,900,633.78	$20,159,656.07
Regular employees	12,003,945.09[1]	4,880,491.82	16,884,436.91
Equipment	3,364,392.67	1,360,775.56	4,725,168.23
Other expenditures	11,726,722.63[2]	24,499,421.84	36,226,144.47
TOTAL	$37,354,082.68	$40,641,323.00	$77,995,405.68

[1] Including $37,498.15 partly expended for talent.
[2] Including $46,978.60 partly expended for equipment.

Station Profits and Losses, 1931

Station power in watts (Night power if different from day.)		No. of Stations	Amount
Under	100w—Profit	22	$ 55,949.07
	Loss	5	7,036.28
	100w—Profit	114	416,693.58
	Loss	72	242,539.76
Over	100w—Profit	28	364,458.83
and under	500w—Loss	18	190,452.99
	500w—Profit	67	732,065.08
	Loss	40	343,041.56
	1000w—Profit	63	1,545,173.65
	Loss	24	266,664.18
Over	1000w—Profit	3	40,260.09
and under	5000w—Loss	--	--------
	5000w—Profit	16	976,402.68
	Loss	13	562,284.51
Over	5000w—Profit	20	1,320,714.07
	Loss	8	588,724.48
Total	Profit	333	5,451,717.05
	Loss	180	2,200,743.76

Figures ignore depreciation.

Networks' Profit and Loss, 1931

CHAIN	Gross Advertising Revenue	Gross Expenditures	Net
N. B. C.	$25,895,959.34	$28,137,716.46	—$2,241,757.12
C. B. S.	11,621,424.31	10,826,699.42	+ 794,724.89
Don Lee	999,832.79	892,270.78	+ 107,562.01
Yankee	779,529.94	784,636.34	— 5,106.40
TOTAL	$39,296,746.38	$40,641,323.00	—$1,344,576.62

Stations were broken down into their power and channel classifications as follows: 237 locals, employing six frequencies; 272 low power regionals, employing 40 frequencies; eight high power regionals, employing four frequencies; and 90 clear channel stations employing 40 frequencies. Of the 607 stations, 389 were authorized to operate simultaneously at nighttime as of Dec. 31, 1931.

After describing the difference between commercial and sustaining features, the Commission explained that what is contained in sustaining programs depends almost entirely upon the extent to which radio facilities are used for commercial advertising. The revenue thus derived must pay all the costs, including generally all sustaining programs, it brought out.

"Of the total hours used by 582 stations during the period of the survey, 63.86 per cent was used for sustaining programs and 36.14 per cent was used for commercial programs," the report declared.

"Both commercial and sustaining programs contain much that is of an informational and educational character. Of the total hours used by 582 stations during the period of the survey, 12.62 per cent was used to broadcast educational programs, of which 80.04 per cent was contained in sustaining programs (58.42 per cent local and 21.62 per cent chain) and 19.96 per cent was contained in commercial programs (10.33 per cent local and 9.63 per cent chain) * * *.

"The acceptance, by stations, of their opportunities and responsibilities in matters of local interest is favorably reflected in the analysis, which shows, in this regard, that of the 43,055 hours used by 582 stations, 32,922 hours (76.46 per cent) were used to broadcast programs originated locally, and that of these, 20,765 hours (63.07 per cent) represent local sustaining programs. These broadcasts are an important factor in the American system of broadcasting."

Chain Broadcasting:

APPROPOS chain broadcasting, the report said that of the 582 stations that submitted reports, 187 during the period of the survey were affiliated with networks. "By affiliation with chain companies," it added, "stations procure program material of national as well as local interest. Also this relation enables the station to present programs constructed by use of the best talent available in the large metropolitan centers and generally at the same time to accept or reject chain material according to choice."

The report explained that NBC and CBS are the largest companies in the network field and gave detailed information concerning the number of stations owned, financed, leased or operated; the number of affiliate stations; classification and distribution of programs, and other

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detailed information concerning their activities.

The Commission took up the subject of rates in detail, stating that it regarded rates as having a general bearing on certain of the questions contained in the resolution. Based on returns from 583 stations that furnished such information, it said that 521 stations, or about 90 per cent, quote rates for paid broadcasts and that the practice is reported in every class of station.

For example, 13 of the 44 educational stations sell time, as do seven of the 12 state or municipal stations, five of the 28 religious stations, both of the fraternal stations, the single labor station, and the single Socialist station. Of the 495 stations listed as general, 493 reported rates.

The aggregate number of rate figures and combinations for all stations is very large, but some comparison between stations may be had for any suitable element. Thus of 521 stations that quote rates, 445 quote rates for a single quarter hour day program. These rates for daytime average about $28, but vary between several dollars and several hundred. For 423 stations, the rates for the same unit night-time average about $48,- with similar spread.

National rates average about 50 per cent above local rates, but substantial departures from average is the rule rather than the exception. The variations range from 10 to 200 per cent.

Station Card Rates:

IN A COMPILATION based on rate returns from nearly all stations, the Commission showed rate variation by station powers and by the five radio zones. The figures are for one-time use of a quarter hour at night, with the national rate used for stations quoting dual rates on stations. Over 5,000 watts, the quarter-hour night rate average is $172.95; stations of 5,000 watts, $99.28; over 1,000 but under 5,000 watts, $80; 1,000 watts, $56.37; 500 watts, $44.11; over 100 but under 500 watts, $34.02; 100 watts, $18.80, and under 100 watts, $15.32.

The Commission emphasized that these figures are mere averages of quoted rates, not weighted means. It added that the fact that national rates are used for stations reporting national and local rates is not significant, since less than one-fourth of the stations report such dual rates.

In general, it was brought out, higher station rates go with higher station power, but the relation is irregular and by no means proportional. As among the radio zones, the rates average lower in the third and fifth than in the other three, this being attributed by the Commission to the lower density of receiving sets in the southern and western sections, as well as to sparse population.

The report also contains a detailed discussion of network rates, covering basic networks as well as the supplementary groups. Discounts, extras, invoice items and other auxiliary features of the fiscal side of network operations are described at length.

How land lines are used in broadcasting is outlined by the Commission. These lines, or program circuits, it explained, are procured by lease, principally from A. T. & T. During 1931 A. T. & T. furnished such circuits measuring more than 44,000 miles, actually about 90,000 miles of wire, to 12 radio networks. Of this total, 32,500 circuit miles were furnished to seven permanent networks operating 16 consecutive hours daily, 6,500 circuit miles to temporary networks for service on temporary recurring periods, 5,000 circuit miles to permanent networks for special programs.

Net-Station Agreements:

PRACTICES of NBC and CBS in fixing charges with affiliated stations are not uniform, but both companies use a system of debits and credits, the Commission brought out. NBC quotes flat rates on an hourly basis which are net to station; all costs of production, wire line charges and overhead expenses of every nature are borne by NBC regardless of the classification into which a particular program falls.

In the case of CBS, payments to affiliate stations are based on a number of factors; the company pays line costs for the stations on its basic network and the stations give the first two, three or four commercial hours per week without cost to CBS to compensate for line service. Stations not on the CBS basic net bear a larger proportion of the line cost by giving the same or more free hours per week. From certain stations not on the basic net which cannot afford cash outlay for line expense, CBS gets as much as eight free hours and assumes the risk of using the commercial time.

For time between 6 p. m. and midnight NBC pays affiliate stations $50 per hour and for other hours $30 for carrying its chain commercials. CBS pays at a rate arrived at by considering the size and importance of the market served and the demand for coverage in that market by national sponsors of programs. There is, therefore, a wide spread in rates. The normal rate is reported to be $50 an hour, with a few important stations receiving two or three times this amount.

NBC collects from affiliate stations for sustaining features at the rate of $25 per hour between 6 p. m. and midnight and $15 for all other hours, but bears the total cost of production including line charges. CBS gives its sustaining features without cost but in consideration therefor the stations bear part or all of the line charges. Institutional programs are offered by NBC on a no-charge basis.

$15,000,000 for Talent

ABOUT $15,000,000 was spent by NBC and CBS and their advertisers for talent during 1931, according to the Radio Commission's report on the Couzens-Dill resolution. NBC itself paid $7,-645,058.40, and estimated that its advertisers paid an additional $4,000,000. CBS reported talent expenditures of $1,821,003.31 and estimated that its advertisers spent about $1,523,848.65.

Advertising on the Air:

SLIGHTLY more than one-third of the total hours used by the 582 stations which furnished satisfactory reports for the typical week covered by the survey were used for commercial programs, the Commission brought out in answer to Question 2 of the Senate resolution. This question asked: "To what extent the facilities of a representative group of broadcasting stations are used for commercial advertising purposes?"

The Commission explained that, in all, these stations were on the air for 43,055 hours during the year. Of this total, 27,493 hours (63.86 per cent) represented sustaining programs, and 15,561 hours (36.14 per cent) represented commercial programs. Of the total number of hours used to broadcast commercial programs, 78.12 per cent were local and 21.88 per cent network. Of the total number of hours used for sustaining programs, 75.53 per cent were local and 24.47 per cent network.

Of the total number of hours the stations were on the air, 43,055 (about 68 per cent) were used between 6 a. m. and 6 p. m., and about 32 per cent between 6 p. m. and midnight. Of the 29,356 hours used between 6 a. m. and 6 p. m., 48.77 per cent were local sustaining and 16.96 per cent network sustaining; 29.57 per cent were local commercial and 4.70 per cent network commercial.

Of the 13,698 hours 19 minutes used between 6 p. m. and 12 midnight, 47.08 per cent were local sustaining and 12.77 per cent network sustaining; 25.37 per cent were local commercial and 14.78 per cent network commercial.

"Sales talks or a description of the commodity advertised, etc.," said the Commission, "consumed 2,819 hours seven minutes. This represents 6.55 per cent of the total hours used for both sustaining and commercial programs and 18.11 per cent of the hours devoted only to commercial programs."

"In the two tables that follow are shown, first, the percentage of time devoted to sales talks, etc., as related to all the broadcast hours for local programs and chain programs separately and for daytime and night-time as to each; second, the same information as it relates to the hours devoted only to commercial programs:

Table, showing percentage of hours and minutes devoted to sales talks, etc., as related to the total sustaining and commercial hours for local programs and chain programs, separately and for daytime and night-time as to each:

	Local Day	Local Night	Chain Day	Chain Night	Total
Hours broadcast during typical week	22,998:24	9,923:36	6,358:15	3,774:43	43,054:58
Hours devoted to sales talks	1,800:41	634:39	159:37	224:10	2,819:07
Per cent	7.83	6.39	2.50	5.94	6.55

Table, showing percentage of time devoted to sales talk, etc., as related to the total commercial hours for local programs and chain programs, separately and for daytime and night-time as to each:

	Local Day	Local Night	Chain Day	Chain Night	Total
Commercial hours	8,681:27	3,475:38	1,379:29	2,025:08	15,561:42
Hours devoted to sales talks	1,700:41	634:39	159:37	224:10	2,819:07
Per cent	20.74	18.26	11.56	11.07	18.11

Analysis of Operating Costs of Networks During Calendar Year 1931

ITEM	NBC	CBS	Don Lee	Yankee	TOTAL
Programs	$7,868,692.49	$ 1,329,076.95	$550,351.54	$152,512.80	$ 9,900,633.78
Regular employees	3,710,122.73	836,767.82	121,029.78	212,571.49	4,880,491.82
Equipment replacement	713,863.81	615,962.33	--------	30,949.42	1,360,775.56
Line charges	2,799,916.71	1,939,443.26	101,557.72	84,266.65	4,925,184.34
International broadcasting	Not separable	100,502.67	--------	--------	100,502.67
Research and development	1,017,542.36	129,011.90	--------	7,195.49	1,153,749.75
Other expenditures	12,027,578.36	5,875,934.49	119,331.74	297,140.49	18,319,985.08
TOTAL	$28,137,716.46	$10,826,699.42	$892,270.78	$784,636.34	$40,641,323.00

These figures of chain expenditures, like those of chain investments and receipts, include a number of high power stations not represented in the aggregate expenditures previously referred to as for individual stations. Some stations are missing from both sets of figures; these, however, are less than 5 per cent of all stations in number and are mainly in the lower power groups.

The NBC Main Control Room in Chicago.

THIS MAIN CONTROL room is one of the showplaces of the Chicago headquarters of NBC and daily attracts hundreds of visitors because of its neatness and the very rhythm with which the ever-busy engineers move. The light that filters through a glass ceiling on the black and white acoustically treated floor forms an artistic picture.

From the observation rooms, a visitor can see the equipment which occupies two sides of the room. At the rear are four booths for operators; at the front is the master control desk. The supervisor, shown in the foreground, sits at the master control desk, and keeps an alert lookout for any errors made in the studios. By telephone and telegraph he keeps in constant touch with both the studios and the stations of the networks being served.

Hung on one wall is a huge map of the 48 states bearing red, blue, and orange lights—one for each of the stations in the red, blue, and Pacific NBC networks. Programs coming from any of the six studios enter the control room and go through the room, through another amplifier, then over hundreds and thousands of miles of lines to the stations on the networks. Lights on the board indicate to the supervisor exactly what course each program is going over, its point of origin, and any errors that may be made in the studio equipment are immediately flashed before his eyes.

Station Variations:

IN RESPONSE to the question: "To what extent the use of radio facilities for purposes of commercial advertising varies as between stations having power of 100, 500, 1,000, 5,000, and all in excess of 5,000 watts," the Commission submitted a detailed compilation based on reports from representative stations in the various categories. By analyzing reports of 201 stations in the 100 watt class, it said they devote 6.58 per cent of their total hours and 19.01 per cent of their commercial hours to sales talks. The 125 stations of 500 watts devoted 6.85 per cent of their total hours and 19.41 per cent of commercial hours to sales talks. The 99 stations of 1,000 watts devoted 6.41 per cent of total hours and 16.30 per cent of commercial hours to sales talks. The 33 stations of 5,000 watts devoted 4.56 per cent of total hours and 14.60 per cent of commercial hours to sales talks. The 32 stations using powers in excess of 5,000 watts used 5.96 per cent of their total hours and 13.86 per cent of their commercial hours for sales talks.

Advertising Control:

THE CRUX of the Commission's report came in reply to Question 4 of the Couzens-Dill resolution, which reads: "What plans might be adopted to reduce, to limit, to control, and perhaps, to eliminate the use of radio facilities for commercial advertising purposes?"

"This answer," said the Commission, "is based upon the premise that the present system of broadcasting will be retained. Any plan the purpose of which is to eliminate the use of radio facilities for commercial advertising purposes will, if adopted, destroy the present system of broadcasting.

"Any plan to reduce, limit, and control the use of radio facilities for commercial advertising purposes to a specific amount or time or to a certain per cent of the total time utilized by the station, must have its inception in new and additional legislation which either fixes and prescribes such limitations or specifically authorizes the Commission to do so under a general standard prescribed by that legislation. While the Commission may under the existing law refuse to renew a license to broadcast or revoke such license because the character of program material does not comply with the statutory standard of public interest, convenience and necessity, there is at present no limitation upon the use of radio facilities for advertising.

"Such regulation whether specifically undertaken by Congress or delegated by it to the Commission, could extend both to the quality and the quantity of commercial advertising. While the quality of advertising might and probably would be difficult of adequate regulation, the quantity of such advertising could be limited to certain hours in the day or night and to a certain number of such hours; also, a provision could be made limiting advertising matter to a certain per cent of the time devoted to total programs or commercial programs.

"Any such system of regulation should, however, recognize and apply the differences in the needs and requirements of stations of the several classes; i. e., clear, regional and local. Also, a basis for classification may exist in the fact that certain programs are originated locally for local consumption, whereas others are originated by chain companies for the edification and entertainment of the country as an entirety or at least for very large sections thereof.

"Thus, it will be observed from the matter collected in this report that while sales talks, etc., consumed 6.55 per cent of the total hours used during the sample week by the 582 stations of all classes and that such matters consumed 18.11 per cent of the total commercial hours of such stations, sales talks and related matters consumed only 11.27 per cent of the commercial programs of chain stations as compared to 20.03 per cent of commercial programs of local stations.

"A flat restriction placed upon the amount of time used for sales talks without regard to the location, power and activities of stations, would, in all probability, work inequitable results. Moreover, and in any case or class, limitations upon the use of time for commercial advertising, if too severe, would result in a loss of revenue to stations which, in all probability, would be reflected in a reduction in the quantity and quality of programs available to the public.

"The Radio Act of 1927 was obviously designed to permit the licensees of broadcasting stations the maximum of latitude in the matter of program material. Such licensees are in a singularly favorable position to learn what the audience wants to hear and to make the necessary changes in program material and in methods of presentation that will cause their programs to be favorably received by a substantial majority of the listeners.

"The adoption of regulations of the sort herein described should be undertaken only when it clearly appears that a majority or at least a considerable number of the licensees have failed to operate their stations in a manner acceptable to a majority of the listening public. If, in the opinion of Congress, that time has now arrived, we conceive it to be advisable to enact such legislation as will permit the Commission to impose such regulations as the circumstances from time to time seem to warrant rather than legislation imposing specific restrictions and unflexible limitations."

What Is Done Abroad:

QUESTION 5 of the resolution asked "What rules or regulations have been adopted by other countries to control or to eliminate the use of radio facilities for commercial advertising purposes."

"Broadcasting systems in foreign countries that are supported entirely by revenue derived by a tax or license fee for receiver-set ownership or by government subsidity, do not, as a rule, accept commercial advertising, whereas stations owned and operated by private interests are supported mainly from advertisements and subsidies paid voluntarily by the listening public," the Commission replied.

"Ten of the 13 foreign countries that were investigated permit commercial advertising and, with one exception, have laws, rules or regulations governing such advertising. Austria, England and Russia prohibit commercial advertising."

Announcement Limits:

TO QUESTION 6, inquiring whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations, the Commission answered in the negative.

"It will not appear to be practicable and satisfactory at the present time, and in the ordinary case, to permit only the announcement of sponsorship of programs by persons or corporations," the reply stated.

"Information made available to the Commission shows that sponsorship of programs simply by name would amount, in the ordinary case, only to good will advertising. A few products and their uses may be so well and generally known as to permit this. On the other hand, and as to the majority of products, such advertising would involve an expense which national advertisers are not now willing and in a position to bear.

"Many products have several uses which must be described to be understood and appreciated. New products frequently need to be explained. Nearly every manufacturer seeks to develop concerning his product special characteristics which set it off from competing products and make it more desirable. Identity of product, description of uses, and characteristics must be woven into and become a part of the program to make it of value to the sponsor. What applies to the national advertiser, applies in even greater degree to the local advertiser. In such cases, identity by name only would be of little value to the advertiser.

"It should be borne in mind that if a restriction permitting sponsorship by name only should cause a number of advertisers to discontinue the use of radio facilities as a medium for commercial advertising, such non-use would immediately and inevitably be reflected in a decrease both in the quantity and quality of programs available to the public. A serious loss in revenue to the stations could, under our system of broadcasting, have no other result.

Broadcasters Have Cure:

"AS A MATTER of fact, the situation should have its own cure within itself. There should be a keener appreciation by both the broadcaster and the advertiser that radio facilities not only offer perhaps the greatest opportunity for reaching the greatest number of people but that their use imposes upon them a very great responsibility for the manner in which programs are presented. By the use of these facilities the advertiser is permitted by the licensee of a radio station to visit in the homes of the listening audience. The value of his contact is dependent upon the amount of sales talk and the kind of entertainment he offers as well as the manner in which he chooses to express himself. Those whom he offends can promptly eject him and deny him further admission.

> **"The broadcaster and the advertiser who fail to recognize such fundamental principles and to make the adjustments in the content and method of presentation of programs desired by a great number of the listening public must suffer the natural consequences resulting from the operation of the law of economics.**

"The employment of national surveys of program and station popularity, better showmanship and tact by advertisers, and a strict supervision on contents of all programs by the licensees of stations should develop a technique that would be more satisfactory to the listening public and beneficial to the industry.

> **"Here, as in our answer to the fourth question, if it is the opinion of Congress that the situation justifies further and additional legislation, the proper solution would seem to lie in legislation authorizing the Commission to enact certain regulations designed to govern the situation rather than specific legislation on the subject by Congress."**

The Commission explained that, in an effort to obtain information upon this subject, it addressed a questionnaire to the advertising agencies which purchase time from the two major chain companies. The answers were unanimous in the view that mere sponsorship announcement would not be practicable, nor even in the public interest.

Station Investments:

A BALANCE sheet for broadcasting was produced by the Commission in reply to the seventh question: "Any information available concerning the investments and the net income of a number of representative broadcasting companies or stations." It explained that sworn statements bearing on these subjects were obtained for the great majority of the existing stations and chains, in general covering the year 1931. It emphasized that in considering these figures there should be kept in mind the wide diversity in the character of stations and licensees. Difficulty was encountered in segregating accounts of numerous stations operated by schools, churches and other institutions, as well as individuals and corporations engaged primarily in other business than broadcasting.

"Inquiry was made regarding the capital authorized in corporate charters," the report said. "In numerous cases of corporations engaged in varied activities there is no separate figure peculiar to radio. In many other cases no par value is assigned to stock and this is true of the largest chain companies. The figures reported for 282 stations, about 46 per cent of all, range from $1,000 to $750,000 and average from about $200,000 for a 50,000 watt station to $15,000 for a 10 watt station.

Radio Balance Sheet

ACTUAL investments in 571 of the 607 broadcasting stations in this country as of Dec. 31, 1931, totaled about $48,000,000, according to the Radio Commission's report on the Couzens-Dill resolution. During the same year, gross receipts of these stations amounted to $77,758,048.79 and gross expenditures to $77,995,405.68 — the industry actually showing an unfavorable balance. Gross expenditures included $20,159,656.07 for talent and programs, $16,884,436.91 for regular employees, $4,725,168.23 for equipment and $36,226,144.47 for miscellaneous expenditures.

"Such figures have very limited significance. They may represent some ideas of capital requirements, but such ideas may be expected to change substantially with time and at any one time to differ substantially as between different licensees, locations and other station characteristics besides power. There are doubtless instances of write-ups and write-downs, or like effect where a station has changed hands at a price representing a marked change in capital set-up. No effort was made to obtain figures of stock authorized and unsold, nor of prices, commissions, discounts or premiums attending sales, nor generally to trace the history of capital stock accounts. Instead, independent figures of actually invested capital were obtained."

> **Using figures from 558 stations, the Commission found a total investment of $36,845,045.94. These it broke down into power groups, with total invested capital and approximate average investment. The approximate average for the entire group of 558 stations was $66,000.**

In the various groups: 33 stations under 100 watts reported invested capital of $288,202.05 for an approximate average per station of $8,700.

One hundred ninety-one stations of 100 watts reported invested capital of $107,502.18 for an average of $21,500.

Fifty-four stations of over 100 and under 500 watts reported invested capital of $2,396,354.37 for an average of $44,400.

One hundred twenty-three stations of 500 watts reported invested capital of $6,659,645.49 for an average of $54,100.

One station of 750 watts reported invested capital of $20,500.

Ninety-five stations of 1,000 watts reported invested capital of $9,889,802.17 for an average of $104,100.

Four stations of over 1,000 watts and under 5,000 watts reported invested capital of $200,455.56 for an average of $50,100.

Thirty-one stations of 5,000 watts reported an invested capital of $5,221,464.78 for an average of $16,400.

Twenty-six stations of more than 5,000 watts reported invested capital of $8,061,119.34 for an average of $310,000.

These figures, the Commission said, covered about 92 per cent of all stations, including the great majority of those affiliated with chains, but those missing include some of high power and chain ownership. This data, also does not cover the investments reported by the chain companies.

Values of Plants:

THE TECHNICAL equipment generators, transmitters, antenna, etc., reported separately for 570 stations, were appraised at $35,400,137.22. The average ranged from $6,300 for stations under 100 watts to $168,700 for those 5 kw. and over. Total physical assets were reported to value $30,578,680.31 by 573 stations. Of this number, 571 reported technical equipment valued at $20,196,137.22, or 66 per cent of the total; 249 reported real estate valued at $5,856,906.08, or 19 per cent of the total, and 545 reported furniture and fixtures valued at $4,525,637.01, or 15 per cent of the total.

Good will is estimated at $5,000,000 by one municipal licensee and for 299 other stations at amounts from $300,000 down to $100, while reports for 276 others indicate that the item is carried in their accounts at a purely nominal figure, such as $1, or omitted entirely. The figures reported for the item of good will aggregate $18,254,215.51, which, added to the values of physical assets gives a total of $48,642,895.82 for the same 573 stations, plus 3 that report good will only, or an average roughly 30 per cent greater than that of investment.

Broadcasters' Incomes:

RECEIPTS, expenditures and profit or loss during 1931, were likewise made the subject of inquiry. Gross receipts reported for individual stations varied from a few hundred dollars to over $1,500,000, aggregating $38,461,302.41 for 525 stations. Gross advertising revenue was reported for chain companies as follows: NBC, $25,895,959.34; CBS, $11,621,424.31; Don Lee, Inc. (Pacific Coast), $999,832.79, and Yankee Network, $779,529.94.

"The receipts thus reported for single stations plus gross advertising revenue reported by chain companies are together $77,758,048.79.

* * *

"In general all the foregoing figures for receipts are limited to commercial accounts, excluding advances from state appropriations, city funds, etc. Thus zero receipts are indicated for 44 stations. On the other hand, a number of stations are not accounted for in any of the foregoing, but these are less than 6 per cent of all stations in number."

The figures available indicate ag-

(*Continued on page 36*)

Advertising Urged In Slack Periods

Dr. Klein Cites Prestige Value As Well as Sales Results

Dr. Klein

ADVERTISING, combined with well-manufactured products and sound management, has "helped many companies to weather the storms that have buffeted business during the last two years," Dr. Julius Klein, assistant Secretary of Commerce, declared in an address June 5 over a CBS network. And the manufacturers which have been most successful in withstanding the depression, he pointed out, are those who have increased rather than reduced their advertising expenditures.

Dr. Klein cautioned his listeners against acceptance of the belief that advertising is the Aladdin's lamp that will bring back prosperity at once to those who use it, but he explained that "intelligent publicity pays dividends, even during periods of sales resistance."

Key to Success

QUOTING from a survey made by the Advertising Federation of America, the Assistant Secretary of Commerce showed that half of 120 corporations whose records were studied for the last 17 years have prospered while the other half have either failed or lost prestige.

The first 60 steadily increased their advertising expenditures each year without indulging "in any sprees of publicity during boom years" or permitting "the public to forget about their products" in slack periods. The other 60 advertised heavily when business was good and drastically curtailed their publicity programs during bad years.

Advertising, moreover, is of value to the consumer as well as the manufacturer, Dr. Klein said, and by increasing sales volume "should bring about economies in production and distribution that more than offset its really slight cost to the consumer."

Value of Trade Organs

THE TIDE has turned against hysterical price-cutting on cheap goods, he declared, and the public is becoming educated to look for equality as well as low prices. The "firms that have established the reputation of their products through consistent national advertising have not, in general, yielded to the pressure to slash their prices below the danger line."

Dr. Klein called especial attention to the value of trade publications in effecting an interchange of ideas between industries. Such advertising, he said, "has much to do with lowering the costs of commodities to the final consumer, since it is directed to that group of men in business who are interested to reduce the cost of production and the cost of merchandising."

Limit Advertising on the Air? Some Agency Views . . .

"WOULD it be practicable and satisfactory to permit only the announcement of sponsorship of programs by persons or corporations?"

To this question, contained in the Couzens-Dill resolution and forwarded to advertising agencies handling national radio accounts, the Radio Commission has received practically unanimous and decidedly emphatic negative replies. The agencies' views were solicited last January as part of its survey of American broadcasting. Their composite views served as the basis of the conclusion drawn by the Commission in its newly rendered report to Congress that it would not be practicable to permit only the bare sponsorship of programs.

"The Commission," its questionnaire to the agencies stated, "would appreciate your views in the matter and in particular desires to have your explanation of the reasons for the amount of sales talk which is injected into radio programs and to learn by whom the demand for such policy has been made."

The 52 agencies that replied, whose letters are made part of the voluminous record just sent to Congress, were almost of one accord in declaring that the limitation of advertising credit to the mere sponsorship of programs would paralyze the industry. The opinion was expressed that 75 to 90 per cent of all radio accounts would immediately withdraw from the air. Such a limitation, it was said, would not permit the advertiser to justify the expense of his program. Program quality would immediately deteriorate. The fundamental spirit of American broadcasting, competition, would be lost, one agency official declared in urging Congress to keep hands off.

Excerpts from some of the responses received by the Commission from agencies follow:

FOLLOW OWN CODES

Aitkin-Kynett Co., Philadelphia, by H. H. Kynett—"It would neither be practicable nor satisfactory to permit only the announcement of sponsorship of programs by persons or corporations . . . There is a superfluity of sales talk in many programs . . . I believe some form of censorship should exist—and be rigidly enforced . . . Such censorship should follow a code formulated by such organizations as the National Association of Broadcasters, the National Broadcasting Company and the Columbia Broadcasting System. One code should apply to all."

LET SITUATION ALONE

Anfenger Advertising Agency, St. Louis, by Enno D. Winius, president—"I would let the radio situation with regard to commercial announcements strictly alone . . . The big question is, can legislation or regulation correct such a situation successfully? . . . I think not. If an advertiser is so avaricious as to overload his program with announcements which create ill will and resentment instead of good will, he will eventually be the principal sufferer . . . The amount of sales talk in most programs is very largely the fault of the advertiser who pays the bill. He feels that he is paying for, say, one half hour broadcast. He takes the position that if he wants to use up five minutes or one-sixth of his paid-for time to exploit his product, he is still giving the public 25 minutes' worth of free entertainment . . . The amount of sales talk which should be in any radio announcement is a matter of good taste and good business judgment. Neither can be brought about by law."

UNFAIR TO THE INTELLIGENT

N. W. Ayer & Son, Inc., New York, by J. M. Mathes, vice president—"I do not think it would be practicable and satisfactory to permit only the announcements of sponsorship of programs by persons or corporations . . . If the limitation expressed in your letter were imposed, it would be unfair to those who make an intelligent use of radio. Certainly many advertisers would lose interest in the medium. If they do lose interest, it is my opinion that radio will suffer in the quality of entertainment offered."

TOO EARLY FOR LEGISLATION

Blackett-Sample-Hummert, Inc., Chicago, by Hill Blackett—"It is too early in the history of radio, in my opinion, to enact any such legislation . . . If the matter is left to the public, I believe it will work itself out better than it can possibly be worked out by legislation . . . If an advertiser is too greedy, and puts in too much commercial talk, it redounds to his own disadvantage . . . We do know . . . that in all programs which we have put on the air, in which the commercial credit is limited to a mere name or mention of the company sponsoring the program, that the commercial returns to the client have not been satisfactory . . . If the present status is maintained, the lengthy, objectionable sales talks in radio programs will gradually be eliminated for the reason that the public will tune them out, and therefore the advertiser will find they are not a good investment."

AGAINST ANY SET RULE

The Blackman Co., New York, by Frank Hermes—"We do not believe it would be fair or practicable . . . In almost all cases he (the advertiser) is spending a lot of money to deliver an advertising message and at the same time furnishing free to the listener an expensive program. It is almost like asking the advertiser to print a pretty picture in a magazine and then allow him only to sign his name to it . . . As to the reasons for the amount of sales talk and who demands the sales talk, I should say that the advertiser is solely responsible . . . We think it would be unfortunate if any set rules were enforced by the Radio Commission as it is very difficult to legislate common sense or good taste into the mind of the advertiser."

90% WOULD QUIT

Emil Brisacher & Staff, San Francisco, by E. Brisacher—"I believe that the limitation of the radio sponsorship to a mere announcement of the firm name would ultimately result in the withdrawal of fully 90 per cent of those firms who are now using radio broadcasting . . . The mere building of good will through the sponsorship of a program is too expensive a luxury to be enjoyed by most corporations, and the small value that the mention of a product made would have without the inclusion of a selling talk, would hardly justify the expense of broadcasting . . . To place radio advertising in the category of mere announcements of sponsorship, to our minds, would be a blow that radio could not withstand."

WOULD GO OFF AIR

Brooke, Smith & French, Inc., Detroit, by H. R. Bayle—"To place radio advertising in a position whereby we could only announce sponsorship would drive practically all advertisers off the air. They must be in a position to tell something of their merchandise, its uses, and the service it has to offer the public . . . More radios are being sold every day. If a purchaser is not satisfied that he is getting a great deal more than he is paying for, there is very little likelihood that he will make the investment . . . The present agitation is no

Advertising Men's Opinions Valuable

Mr. Gamble

POINTING OUT that the Association of National Advertisers, the American Association of Advertising Agencies and individual advertisers and agencies are all constantly conducting fact-finding studies in the radio field, Frederick R. Gamble, executive secretary of the A. A. A. A., makes the following statement in his letter to the Radio Commission in response to its radio advertising questionnaire:

"I believe you will be right to set a high value on the opinions of the agency men you have queried, because they are the opinions of experienced advertising men, who have used radio and other advertising media and upon whose recommendations advertisers determine whether or not to go on the air, or to stay on, as the case may be. They are opinions because facts have not been available to answer this question.

"I believe that in practice they will make their recommendations along the lines they have indicated in their answers to you and their clients, the advertisers, will follow their agencies' recommendations. You have obtained the best answers you could get to a question which cannot be answered by facts but must represent the opinions of those you queried.

Product Must Be Identified

"IN OUR ASSOCIATION member agencies frequently discuss what radio programs need and how they will develop. With so much entertainment we believe it is necessary to identify the product, its uses and its characteristics. Many products have several uses which must be described to be understood and appreciated. New products frequently need to be explained. Nearly every manufacturer seeks to develop about his product special characteristics which set it off from competing products and make it a more desirable buy. Identity of product, description of uses, and characteristics must be woven into and become a part of the program. We believe that the way to do this is to improve our showmanship in the production of radio programs. The problem is to make commercial credits acceptable to the listener and, if possible, even liked by him. But radio advertising must carry its full share of the responsibility for arousing interest, creating good-will and making sales (so far as these effects can be determined), if it is to continue to get a large part of advertisers' expenditures. We do not believe that it would or could do this on any mere sponsorship basis.

Listener Holds the Key

"MORE AND BETTER popularity surveys will establish what is good and what bad. Tuning off by listeners quickly reduces the advertising value of bad programs and will eventually prevent the unsuccessful advertiser from continuing.

"Just as newspaper and magazine publishers censor what goes into their advertising columns, so the broadcasting station has the right of approval of programs broadcast over his station. Here lies the solution for the few really bad cases, mostly in the retail field. Our new proposed Standard Order Blank for Radio contains recognition of this principle in Item 5 (d) of the Standard Conditions. It reads as follows:

> " 'Programs prepared by the agency are subject to the approval of the station management. Unless otherwise instructed in advance, no change will be made without consent of agency.' "

doubt brought about by what is known as 'one minute or short announcements,' which is straight advertising for which the listener is in no way compensated by entertainment . . . Any curtailment of commercial credits to programs that are furnishing entertainment would be detrimental to radio and would so quickly interfere with the revenue of the stations, that even the best would be compelled to go out of business."

BLAMES SMALL STATIONS

John L. Butler Co., Philadelphia, by John L. Butler—"It would not be practicable and satisfactory from the standpoint of the advertiser, who in the last analysis makes possible the sponsored radio program and a great deal of the fine entertainment which is provided on the air . . . In our opinion it is the smaller type station—not a member of a chain—that is struggling against competition for local advertising that is the worst offender in this particular respect . . . Our vote is for . . . the elimination of a lot of small and disrupting stations where the open door policy of taking anything that is presented does real damage to the conscientious station which exercises some control over this important phase of radio broadcasting."

PROPOSAL IMPRACTICAL

Campbell-Ewald Co., Detroit, by M. A. Hollinshead, director, Radio Department—"We believe it is impractical to try to put arbitrary limits, such as permitting only the name of the sponsor to be mentioned in a radio program. This would have the immediate tendency to hurt radio advertising . . . A quick review of the finest programs on the air will show that almost without exception these fine programs do a real advertising job as well as a real entertaining job. As far as the amount of copy is concerned, it seems that the greatest offenders are those who are new to radio . . . We feel that the agitation in Washington at this time will have a very good effect in that it will make it possible for advertising agencies to influence advertisers to hold down the commercial part of their programs."

BLAMES BAD TASTE

Cecil, Warwick & Cecil, Inc., New York, by J. M. Cecil—"To limit the commercial announcements by sponsors of radio programs to bare mention of the identity of the sponsor would be equivalent to withdrawing from the air the majority of the programs now being broadcast . . . As advertising counsel, and as such, responsible for the production of results for advertising money spent, we would immediately advise our clients to withdraw from radio if such conditions were imposed . . . The net result of limiting commercial credits to the bare announcement of sponsorship would be to debilitate the present high level of talent which the American audience enjoys. The heart of the trouble is not that commercial advertising is permitted in return for high-class entertainment furnished the public, but that so much of the advertising is in bad taste. Surely the situation has its own cure within itself. Commercial credits which are offensive to the listener produce exactly the opposite effect which the advertiser intends. If these objectionable credits offend the listeners, then the radio feature does not produce a buying response. The lack of response automatically results in discontinuance of the program, as the American business man is not a philanthropist to the extent that he will furnish entertainment as costly as radio unless he receives a return."

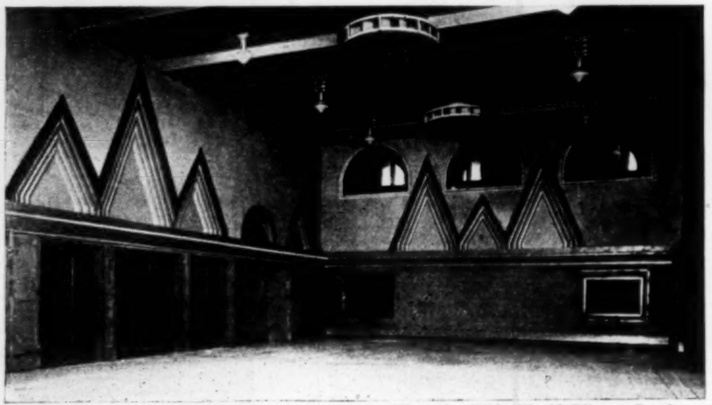


Photo by Wide World Photos, London.

RADIO ROMA—View of one of underground studios in magnificent new broadcasting headquarters recently completed in Rome.

NEW TECHNIQUE COMING

C. P. Clark, Inc., Nashville, by E. M. Kirby—"Radio as an advertising vehicle is still young. We believe we are on the threshold of new development which will be a peculiar and natural radio technique, similar to a stage technique for drama, and a Kleig light technique for movies. Pressure of competition, sheer force of development and ingenuity are the energies behind this movement. The American system is to us by far the most satisfactory, as indeed it is to the great mass of American people. Change it and the growth of an industry will be snuffed out. Force us to listen to what the government wants us to, and watch the toboggan in radio set sales zoom down. Because for all its present defects, which are rapidly being corrected, the fact still remains that the listener is certain to find somewhere on the dials exactly what he wants. It remains for the advertiser to find what he wants and give it to him. That is being done. Would the government, could the government, do as much?"

LACK OF TACT

H. J. Cowan Co., Inc., New York, by Harrison J. Cowan—"We do not believe that sponsors would pay the sums necessary for broadcasting to have only the name of the product mentioned . . . The reason why so many commercial announcements are distasteful is simply the lack of tact in the manner of delivery . . . We are in entire sympathy with the idea that commercial credits must be given tactfully if for no other reason that in radio advertising tact pays."

RADIO IS DEMOCRATIC

Cramer-Krasselt Co., Milwaukee, by Merrill F. Trapp, director of radio—"I do not believe it would be practicable and satisfactory to permit only the announcement of sponsorship, and I do sincerely believe that all radio credit announcements could easily be handled in an unobjectionable, inobtrusive and helpful manner . . . Radio broadcasting in general, and surely in the main, is organized in a sound and democratic manner, and with the continuance of present organization and cooperation, will be entirely above reproach—continuing a wonderful service along all avenues."

BLURBS GETTING SHORTER

Samuel C. Croot Co., Inc., New York, by Samuel C. Croot, president—"Today advertisers are getting their commercial announcements shorter, to the point, and highly informative . . . Merely stating who the program is sponsored by would not be profitable to the advertiser. He pays for this program, exercises his ingenuity to give it variety, and is in competition with other programs on the air. In return, he is entitled to a commercial announcement which gives the public a knowledge of his product, what it is, what it does, how it will serve and where it can be purchased . . . But to take away commercial announcements from the program of an advertiser limited in his expenditure, and who uses the radio alone for his advertising venture, would, in our opinion, prevent him from getting his money's worth."

OFFEND IN FEW CASES

Danielson & Son, Providence, by Franklin S. Weston—"It would cause advertising men to question gravely the value of great expenditures for radio programs . . . The leading network programs of the country offend in few cases today than ever before as regards quantity of sales talk . . ."

LIKENED TO MAGAZINE

D'Arcy Advertising Co., St. Louis, by Gilson Gray, manager, radio department—"It would not be practicable . . . Limiting of a commercial sponsor to bare announcement of sponsorship of programs would decidedly tend to destroy for him radio's justification as a medium of advertising. In this respect it would be comparable to limiting his use of magazines as an advertising medium to mere announcement that his generosity had made possible the printing of some feature article of the publication . . . Left to itself, the intelligence and discrimination of the country as a whole will mould public opinion that will provide the most compelling regulation of broadcast advertising that could be devised."

DEMANDED BY ADVERTISER

Dollenmayer Advertising Agency, Minneapolis, by H. K. Painter, vice president—"We feel most decidedly that if radio advertising were limited to a sponsorship announcement only, the present system of radio broadcasting would quickly die. This may be what the authors of Senate Resolution 129 have in mind, but in any case we do not believe that any advertiser would consider such sponsorship announcement as of sufficient value to him to justify the expense of the program . . . In our opinion, the demand for such excessive sales talk comes primarily from the advertiser himself."

WHAT IS ALTERNATIVE?

Ehlinger & Higgs, Inc., Tulsa, by Stanley J. Ehlinger—"If you eliminate advertising from the air, you do one of two things. First you either entirely eliminate radio or, second, you put it under government supervision and tax the listener for the program, and what do you have? You can look to Europe today and see the type of programs there . . . Radio today is not a question of government supervision or control. It is doing a job and has been able to do this job in a comparatively short number of years, and it will continue to increase, adding thousands each year to the number of listeners because of only one thing, the building of better and more interesting and appealing radio programs by national advertisers. It will never increase or build good will in America under government supervision."

WOULD PARALYSE INDUSTRY

Erwin, Wasey & Co., Inc., New York, by C. F. Gannon, director of radio—"I do not think it practicable and satisfactory or even possible to permit only the announcement of sponsorship or programs by persons or corporations and still maintain our present structure of broadcasting . . . Any curtailment or restriction of the advertising phase of radio programs would immediately paralyse the industry. This agency enjoys one of the largest volumes of broadcasting business. In the event of legislative restriction, this business would immediately transfer to other advertising media or would dissolve entirely with extensive loss to themselves, radio networks, and individual stations of the radio business . . . There is no existing yardstick that can be applied to the percentage of advertising in any one broadcast. It is essentially a matter of technique and craft. The craft is new and has the natural deficiencies of a growing art; so have the motion pictures and the publishing field at large, both considerably older. The first objective of any sane sponsor is to attract the largest possible number of listeners and leave them more pleased than he found them. Failing this, his campaign becomes

(*Continued on page 26*)

Political Campaigns to Boom Broadcasting

By MARTIN CODEL

Networks, Stations and Transcription Companies Expected To Acquire New Business Following Conventions

MORE THAN EVER this year, broadcasters should welcome the advent of another presidential campaign, and the numerous political contests that accompany it, as it means a source of badly needed revenue. Soon after the new national committees are selected at the respective party conventions in Chicago, plans of the politicians for using the air will be drawn up. Networks and transcription companies may expect to gain the greater part of the national business, but an even greater amount of revenue should accrue to the local stations from the numerous state, county and city campaigns.

POLITICS and the politicians are about to go on the air for their 1932 campaigning, bringing a new ray of hope for an upturn in the business of broadcasting. While depression conditions may mean that the major political parties and the individual candidates will have less money to spend on advertising than usual, the fact that they are nearly all planning to use the radio extensively this summer and fall forecasts at least a modicum of business that is badly needed by networks, transcription companies and stations alike.

For the business of broadcasting, earlier indications to the contrary, has unexpectedly but definitely taken a turn for the worse in the last month or two. Thus the 1932 income from politics, like that earned in 1928, when the major parties together spent more than $1,000,000 on radio and individual candidates spent quite an additional sum, will be eagerly welcomed by radio.

The political season on the radio began with the Republican national convention, which opened in the Chicago Stadium June 14, and the Democratic national convention, which will convene in the same place June 28. Thenceforth, the ether lanes will literally thunder with the verbiage of the candidates and their spokesmen.

Politics and Loud Music

MADE WISE to the ways of radio in the four years that have intervened since the last national campaign, which really heralded the era of radio campaigning, many of the candidates are actually planning to add a touch of show business to their audience appeals. They will garnish their programs in many cases with stellar radio talent, with music by bands and orchestras, with fanfare designed to take the place of the old torchlight parades and their brass bands and ballyhoo.

Just as do the commercial sponsors, the political sponsors intend to attract as big and widespread audiences as they possibly can. They are aware that the old days of platform spellbinding are practically gone, perhaps forever. Radio, reaching into the homes of the electorate, easy to tune in, simple to follow, is the modern campaigning medium deemed best suited to modern needs. In the recent German and French elections, radio was extensively used; not so extensively is it used in England, where the government operates and exercises a strict censorship over what is said on the air, but it has been used to a degree there too. Radio is universally recognized for the place it has justly earned in politics.

Actually, the campaign started on May 22 last when NBC-WJZ network, keyed from WTMJ, Milwaukee, carried the proceedings of the national convention of the Socialist party from that city. This was carried, as will be the Republican and Democratic national conventions, as a sustaining feature. Except possibly for the notification address of the candidates, which in 1928 were carried free of charge, the campaign speeches thereafter will come under the classification of sponsored programs.

The conventions themselves will cost NBC and CBS and WGN, of the CHICAGO TRIBUNE, which will broadcast them independently, a pretty penny as sustaining features. Elaborate preparations have been made to cover them in every detail. NBC will have William Hard, David Lawrence, and Graham McNamee, chief announcer, on hand with a staff headed by John W. Elwood, vice president in charge of the convention programs. CBS will have Frederic William Wile and E. V. Kaltenborn, its political speakers, and Ted Husing, star announcer, with a staff directed by Lawrence Lowman, vice president.

WGN will carry its own individual broadcasts as it did in 1928 from Kansas City and Houston, with Quin Ryan, manager, as chief announcer, and using the CHICAGO TRIBUNE's staff of political writers.

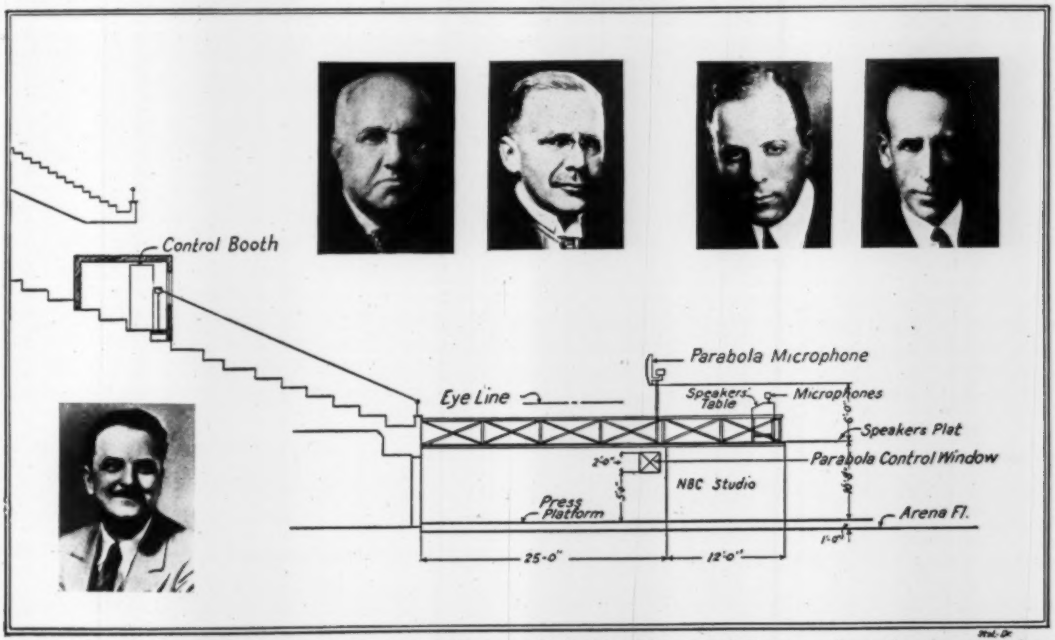
Every angle of the conventions will be covered, and, during the afternoons at least, the microphones of the networks and WGN will be open to political chatter hour after hour. Even some evening sponsored hours may have to give convention reports the right-of-way, though it is hoped that few of the sessions will last into the evenings.

In the stadium, four booths were to be erected at vantage points alongside the platform where the political broadcasters are to establish headquarters. Broadcast reporters, like newspaper reporters, will have places of vantage for observing events to be reported to the men at the microphones. Large staffs of engineers are being detailed to the task of seeing that the broadcasts not only carry the voices of the announcers adequately but pick up the fanfare of the convention itself. The parabolic microphone this year will play a big part in the pickups to make it possible to hear the voices of those speaking from the floor and the sounds of the convention demonstrations.

Nets Offer Service

THOUGH four booths were installed, only three are likely to be used unless some fourth large station or hookup desires to use the

(*Continued on page 29*)



POLITICS ON THE AIR—NBC and CBS will carry both Republican and Democratic national conventions to the country on nation-wide networks while WGN, Chicago, broadcasts them independently. Inserts show (lower left) Quin Ryan, manager and chief announcer for WGN; (upper, left to right) Frederic William Wile and H. V. Kaltenborn, commentators for CBS, and David Lawrence and William Hard, commentators for NBC. Diagram shows NBC radio layout in Chicago Stadium. To the left is main control booth overlooking auditorium. Parabolic microphones throughout the hall and standard "mikes" on the speaker's table will pick up speeches and demonstration noises. Below the speaker's table are sound-proof studios and the control windows from which parabolic microphones can be focused in any desired direction.

Major Networks Face Summer Slump in Accounts on the Air

NBC Had 116 Sponsors at End of May, CBS 41: Expect Pickup in Business This Fall

By SAMUEL KAUFMAN

THE TWO nation-wide networks are entering the summer months in full realization that they are facing the possibility of the greatest seasonal slump in their careers. Inasmuch as broadcasting has maintained a more constant "all-year-round" sales level than practically any other industry, this anticipated slump need not necessarily be a drastic one, although it is the largest felt to date.

Officials of NBC and CBS assert that, although a large number of accounts are leaving the air for the summer months, many of the vacated spots will be filled by other sponsors and that the total seasonal loss will not be large. Many of the sponsors who have either failed to take up options on the continuance of their elapsed programs, or who have cancelled their summer network bookings, are already planning to return to the air in the fall. Even if this summer does result in a greatly reduced income, it is believed the high record incomes of the first four months of 1932, plus the anticipated gains in the fall and winter, will make up for the summer slack.

NBC Drops From 140

WITH THE withdrawal of several programs, the NBC still had 116 sponsors on its program roster at the end of May. This compares with a total of 140 at the end of May, 1931, according to statistics given the writer by E. P. H. James, NBC sales promotion manager.

Among the NBC programs leaving the air for the summer months are: Coca-Cola, Kelvinator, Brazilian-American Coffee, Literary Digest, Halsey-Stuart, A. & P. Gypsies, Collier's, New York Life Insurance, Sherwin-Williams, Fleischmann Yeast, U. S. Rubber and Willys-Overland.

The CBS, according to William H. Ensign, assistant sales director, enters the summer weeks with 41 accounts remaining on the air. Several new accounts, however, are expected to be launched on the network during the summer.

CBS Summer Drops

AMONG the summer departures on CBS are: Camel, Du Pont, Hart Schaffner & Marx, Allen-A Hosiery, Pratt & Lambert, William Wrigley, Eugene, Ltd., Pillsbury Flour, Photoplay Magazine, Society Brand Clothes, D. L. W. Coal Co., Greyhound Bus Co., Cream of Wheat, Edna Wallace Hopper, Folger Coffee Co., Cheris Co., Wallace Silver Co., Kolynos, Pollyanna Shoe Co., Fitch Co., Lane Co., R. B. Davis Baking Co., Old Dutch Cleanser, and Ceresota Flour.

Both Messrs. James and Ensign believe that sponsored political broadcasts during the summer weeks will add to the networks' incomes. However, it is not expected that as much money will be spent for radio time by the major political parties this year as during the presidential campaign in 1928.

During the 1928 campaign, the political programs necessitated the use of many hours already reserved for other sponsors, and the yielding of the program spots for the political broadcasts often meant no additional income to the networks inasmuch as the sponsor was credited for the time he yielded. This year, however, with many choice program spots available for political broadcasts, the sale of the time to the political parties will mean *additional* rather than *replaced* income.

Stress Seasonal Accounts

BOTH NETWORKS are concentrating on the sale of time to "seasonal" accounts—manufacturers of products especially salable in the summer. The Texaco "Fire Chief" series on NBC and the Eastman Kodak program on CBS are examples of accounts offering merchandise of especial summer sales value, the season being best suitable for such pastimes as motoring and picture-taking.

Mr. James told the writer that the extra sales pressure being placed on vacated NBC program spots may avoid any prophesied summer slump.

"Broadcasting," he said, "has maintained a more constant sales volume than any other industry. When talking of summer sales, it is better to look back at past summer records rather than predict what *might happen* this year.

"It is virtually impossible to predict what summer business might be. Many programs, not already renewed, may still be continued by last minute decisions. Many new programs may still be added to our schedule."

Mr. Ensign asserted that many CBS options still outstanding may be taken up by advertisers who have not yet renewed.

Must Exercise Options

ALTHOUGH both networks have clauses in contracts to the effect that options must be taken up several weeks before the final broadcast, it is understood that more leeway is being given the accounts.

Discounts given by the networks on gross time rates during a single year are encouraging many accounts to remain on the air during the summer months. The NBC offers the following time discounts: 25 to 49 times, 5 per cent; 50 to 99, 15 per cent; 100 to 299, 20 per cent; 300 and more, 25 per cent. The CBS time discounts are quite similar. They are as follows: 26 to 51, 5 per cent; 52 to 99, 15 per cent; 100 to 299, 20 per cent, 300 and more, 25 per cent.

The recent reductions in personnel and expenditures by the NBC and CBS will at least partly compensate for reduced summer income.

However, both networks will fight against any possible sales slump by energetic sales campaigns.

New Radio Giant

USING 500 kw., the world's most powerful broadcasting station will take the air within a year, under authority granted the Crosley Radio Corp., Cincinnati, June 7, by the Radio Commission, to erect such a station for experimental operation during hours between 1 and 6 a.m. The station is to cost $900,000, and will be used to study service area with high power and the effects of such power on fading, static and other elemental interferences. It will operate on WLW's clear channel of 700 kc., using a mast antenna system costing $100,000, according to J. A. Chambers, technical supervisor.

KYW Would Move Into Philadelphia

POSSIBLE solution of the 1020 kc. channel controversy, which for five years has been a constant source of trouble, is seen in the request of KYW, occupant of the clear channel, for authority to remove from Chicago, in the fourth zone, to Philadelphia, in the second. The wave, under the 1928 allocation, was designated as one of the second zone's eight clear channels but was "loaned" to the fourth zone for use by KYW.

The removal request comes in the wake of two separate applications for the 1020 kc. channel, now pending before the Commission, seeking to have the wave returned to the second zone. In addition, a half dozen other stations have indicated that they would participate in the hearing because of the inter-channel situation. WJAS, Pittsburgh, and Kunsky - Trendle Broadcasting Corp., Detroit, are direct applicants, while WOWO, Fort Wayne; WHAS, Louisville; WRAX and WPEN, Philadelphia, and WIBG, Elkins Park, Pa., are indirectly involved. The hearing has been set for July 18, with more than 50 stations notified because of the bearing the applications, if granted, would have on their assignments.

Applications for 1020 kc., it is understood, also will be filed by WCAU and WIP-WFAN, Philadelphia, and possibly other second zone stations.

The application, it was pointed out, is consistent with the Commission's quota regulations, since Illinois is the most overquota state in the Union and Pennsylvania is the most underquota. The station, owned by Westinghouse and leased to the CHICAGO HERALD EXAMINER, is one of the country's pioneers. Operating with 10 kw., it is evaluated at five units, which would be subtracted from Illinois' quota total and added to that of Pennsylvania if the removal request is granted.

Since 1928 a number of unsuccessful attempts have been made to have the 1020 kc. channel taken from KYW and returned to the second zone.

D.C. Studio Opened By World System

Charles Gaines Explains Plan To U. S. and Trade Groups

Mr. Gaines

BEFORE a representative group of government and trade association officials, World Broadcasting System formally opened its new Washington studios adjoining Western Electric headquarters in the Washington building June 7 with a demonstration of its system of electrical transcriptions. It is the first electrical transcription concern to establish studios in the nation's capital.

Charles Gaines, the World Broadcasting System representative, explained to those attending the opening the advantages of electrical transcriptions, particularly of the latest so called "hill-and-dale" system of vertical-groove "noiseless disk" recording recently perfected by the Bell Laboratories. World is the only licensee under this system.

It was explained that World has opened studios in Washington not only to acquaint government officials with this system of "selective" broadcasting but to make the transcription method available to members of Congress, officials of the federal departments, speakers for the Republican and Democratic national committees and executives of the various trade associations with headquarters in Washington.

Such recordings as are made are imposed on wax disks which must be sent to the main laboratories in New York to be made into duplicate hard disks for placement on radio stations. Details of placing the transcriptions can be handled by the World system or direct by the person ordering them.

Mr. Gaines has been stationed in Washington for an indefinite period. Lawrence McIntyre, recording engineer, has been assigned to supervise the recording laboratory. The installation of equipment was supervised by C. M. Norberg, recording supervisor of Electric Research Products, Inc., a subsidiary of Western Electric.

Networks Report Gains In April Sales of Time

BOTH NBC and CBS maintained their time sales well above previous years during April, grossing $4,004,484 for time alone as compared to $3,164,075 in April. 1931. Figures for May are not yet available, but they are expected to show a decline due to the falling off of summer accounts.

NBC sold $2,649,892 worth of time on its several networks during April, as compared to $2,195,880 during the same month last year. CBS time sales grossed $1,354,592, as compared to $968,195 in April, 1931. During the first four months of 1932, the two network organizations grossed $16,180,629, as compared to $11,532,710 during the same months last year.

Warns Stations of Deviation Deadline

Commission Will Modify Rule 145 in Meritorious Cases; Suggestions on Monitor Operation Are Offered

By **WILLIAM D. L. STARBUCK**
Federal Radio Commissioner
(In Charge Engineering Division)

Mr. Starbuck

MUCH HAS been said and written recently about the new 50-cycle frequency monitors required by Rule 145 and maintaining the operating frequency of broadcast stations within 50 cycles of the assignment as required by Rule 144 (formerly General Order No. 116). There is little additional information that may be contributed at this time. However, it is believed that a summary of the general information would be of interest. Also, since many stations are now beginning to operate the new monitors, some suggestions on the operating procedure for both station managers and operators would be in order.

As stated in the Commission's release of April 28, 1932, it is the intention of the Commission to make no extensions of Rules 144 and 145. These rules were adopted on June 22, 1931, to become effective one year thereafter, which would provide sufficient time for all stations to secure means for complying with them. However, due to the human inclinations for postponing anything that may be postponed and the economic depression, the effective date is drawing close and still many stations have not purchased frequency monitors. This furthermore is partly due to the fact that to date only the monitors of five manufacturers have been approved by the Commission and those of five other makes are being type tested at the Bureau of Standards. It would appear that the tests on all of these cannot be completed in sufficient time for the Commission to pass on them by June 22.

As the Commission has stated that no extensions of these rules will be made, it becomes necessary that the following schedule be pursued to protect the stations and firms whose monitors cannot be delivered by June 22 which are now being tested at the Bureau of Standards and may not be approved by the Commission by June 22:

Extension Conditions

ON OR ABOUT June 22, 1932, all broadcast stations will be required to make a verified showing as to the status of the frequency monitor as follows:

1. The approved frequency monitor in use. If not:
2. The manufacturer's name and delivery date of approved monitor, or
3. The manufacturer's name and the promised delivery date of a monitor tested at the Bureau of Standards, but not yet approved.

It may not be even if one of these three conditions can be satisfied and a reasonable delivery date promised, that individual extensions will be given to the broadcast stations falling in the latter two classes.

Rule 144 requires stations to maintain the frequency within 50 cycles of the assignment. However, there is no rule requiring that new frequency control be added to the transmitter itself. This is left entirely optional with the licensee. It becomes obvious, however, that such equipment must be provided that it will be expected that the frequency of the emitted wave may be maintained within 50 cycles of the assigned frequency. To do this it is necessary that automatic frequency control be used and the control device (usually quartz crystal oscillator) be held to within one-tenth of a degree centigrade of a constant temperature at all times. Stations now using self-excited stages to supply power to the antenna or master oscillators cannot hope to comply with this rule and, accordingly, if they continue to operate with such equipment after June 22 and are measured off frequency, no satisfactory explanation can be made to the Commission and their license consequently will be jeopardized.

The purpose of these rules is to eliminate the heterodyne interference between stations assigned the same frequency. Any channel on which the service area of stations is limited to within a few miles of the transmitter by heterodyne interference will benefit from this rule. By no means is it expected this will result in a general elimi-

(Continued on page 30)

Brief Specifications*

Of Visual Frequency Monitors

(In Order of Commission Approval Numbers)

1451—DEFOREST RADIO CO.—Type A: Completely automatic, direct, constant reading, frequency meter. No buttons to press. Deviation as well as direction of deviation indicated constantly. Mounted on standard speech rack. Ample space for circuit layout. Ample space for shielding. Ample space for constant temperature oven to house crystal. Large meter visible from all angles. Guaranteed accuracy in full conformity with General Orders 116 and 119. Uses no batteries of any kind. Low current consumption. Full complement of tubes costs less than $10 at current list prices. Designed by Radio Research Co., Inc., Washington.

1452—GENERAL RADIO COMPANY—Oscillator Type 575-D; Deviation meter type 581-A—Simple and easily installed and maintained by station operating personnel. Guaranteed accuracy, although set at a conservative figure, is well in excess of that demanded by regulation. Highly stable piezo-electric frequency standard. Crystal oscillator utilizes entirely new circuit which minimizes the effect of temperature variations. Indicator-type, large open-scale meter which shows the direction as well as the magnitude of a frequency drift.

1453—WESTERN ELECTRIC (Distributed by Graybar Electric Co.) Type 1-A: Consists essentially of Western Electric No. 700-A quartz crystal oscillator, two stages of screen grid amplification, detector and visual indicator, which registers frequency difference between oscillator in transmitter and oscillator in monitoring unit. All apparatus contained in compact metal cabinet. Being a precision instrument, designed primarily for use on operator's desk. All A.C. operation. Complete power apparatus included for operating from either 110 or 220 volt supply. No A or B batteries. Improved modern temperature control circuit. New gaseous relay tube avoids use of mechanical relay and danger of overheating. Fixed mercury thermostat requires no adjustment. May be connected in any stage of the transmitter or used entirely apart from it by means of an antenna since accuracy is not affected by modulation. Direct audible as well as visual indication of frequency difference is available. Actual frequency difference utilized directly without intermediate steps. Accuracy independent of aging of tubes and input level. Frequency scale open and effectually utilized.

1454—RCA VICTOR CO., Inc.—Type Ex-4180: High precision, fully automatic. Built-in power supply. Special precision crystal. Two-stage temperature control. Vernier frequency adjustment. Power-hour type frequency meter. Large plainly marked scale. Automatic continuous reading. Indication of drift direction.

1455—DOOLITTLE & FALKNOR—Type DF-1: Completely A. C. operated. Vernier frequency adjustment. Power house type Weston frequency meter calibrated in two cycle divisions. Automatic continuous reading, indicating direction and drift. No mechanical relays or electrical contracts, except thermostat, used in temperature control. All vacuum tubes employed are of conventional receiving type. Built for continuous operation. No failure in temperature control system can cause box to overheat. No complicated adjustments to make before ready frequency deviation. Accuracy of indication not dependent upon skill or diligence of operating staff.

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*For further details, consult advertisements in BROADCASTING.

Terms of Rule 145 Extension Drafted

ALL BROADCASTING stations are being circularized by the Radio Commission with a form calling for a supplemental statement of facts regarding their equipment and dealing primarily with the required installation of 50-cycle visual frequency monitors by June 22. The form sets out the conditions under which the terms of Rule 145, requiring installation of approved monitors, will be deferred, but emphasizes that Rule 144, requiring all stations to maintain the operating frequency within 50 cycles is not affected.

In other words, under certain rigid conditions the Commission will allow extensions for the installation of approved types of monitors, the proposed form to be in the nature of a request for an extension. It is specifically provided, however, that no extension has been made on Rule 144, and that all licensees will be held responsible for any deviation over 50 cycles whether an approved frequency monitor is in use or not.

If the licensee is unable to install the monitor by the date specified, the Commission states that application for further extension must be made, by letter or otherwise, and should explain the reason for the request. The statement must be executed and sworn to and should be submitted by the licensee directly to the Commission on or about June 22, but under no circumstances with a postmark later than July 1, 1932.

Phonograph Firm Makes WJJD Program Tieup

COLUMBIA Phonograph Co., Inc., New York, which originally organized and later withdrew from CBS, has reentered the broadcasting field through a program arrangement with WJJD, Mooseheart, Ill., President Herman E. Ward announced June 6 through the Chicago office of N. W. Ayer & Son. Under the arrangement, Mr. Ward announced, the entire talent and program-building facilities of WJJD will be made available not only for developing radio programs but for electrical transcriptions, which the Columbia Phonograph Co. also produces. WJJD, formerly licensed to the Loyal Order of Moose, but now operated by WJJD, Inc., maintains studios in the Palmer House, Chicago. It severed its CBS affiliation last Jan. 1.

D & F Monitor O.K.

APPROVAL of the visual frequency monitor developed by Doolittle & Falknor, of Chicago, was announced June 3 by the Radio Commission after the apparatus had successfully passed tests at the Bureau of Standards. The approval number 1455 was assigned the apparatus designated as Type DF-1. The Commission already has approved monitors developed by DeForest, General Radio, Western Electric and RCA Victor. Monitors of five other manufacturers now are undergoing tests at the bureau.

House to Take Up Sirovich Bill After Amendment to Aid Radio

Increased Interest in Copyright Controversy Created in Congress by Oswald Schuette

GROWING interest in the copyright difficulties of broadcasters was manifested in Congress this month when, aroused for the first time to the importance of new copyright legislation to curb the activities of the American Society of Composers, Authors and Publishers, the House prepared to consider again the Sirovich copyright bill as amended to suit the broadcasting industry.

Unless Congress adjourns or recesses by June 22, the measure will be the order of business on that day. Legislative lines have been so formed that an excellent chance for passage of the bill is seen by NAB leaders. While Senate action will then be needed and will face strenuous opposition stimulated by ASCAP—rendering uncertain the ultimate enactment of the bill into law this session—favorable consideration by the House, if it does nothing else, will show that radio has at last won the Congressional ear.

Negotiations Progress

THE TURN in Congressional sentiment, which goes a long way toward ultimately securing legislation protecting the broadcasters, comes as the result of the response of practically all broadcasters to the campaign led by Oswald F. Schuette, director of copyright activities for the industry and head of the NAB copyright group. Broadcasters have apprised their delegations of the vital importance of such legislation and of the excesses of ASCAP, not only against the broadcasting industry, but against users of receiving sets, such as hotels, theatres, barber shops, drug stores and similar establishments.

Meanwhile, negotiations have been going forward between the NAB copyright negotiating committee, headed by Paul W. Morency, WTIC, Hartford, and including A. L. Ashby, vice-president and general attorney of NBC, and Edward Klauber, first vice-president of CBS, with E. C. Mills, general manager of ASCAP. Both sides, it was indicated, are showing some disposition to reach common ground in their discussions of the ASCAP proposal to boost license fees paid by broadcasters from the existing scale, which realizes nearly $1,000,000, to a scale which would impose tribute of 5 per cent of the gross receipts of stations, plus the existing "sustaining" license.

The negotiating committee, it is understood, now is awaiting a call from Mr. Mills to take up further consideration of the problem. A moratorium on the ASCAP proposal is in effect until Sept. 1, and the two groups are attempting to settle their differences prior to that date. Reports that ASCAP might break off the negotiations and attempt to enforce the new scale at once were denied by Mr. Mills.

The amendment to the Sirovich bill is scheduled to be offered by Rep. Chindblom, (R.) of Evanston, Ill., and will be accepted by Chairman Sirovich, of the House Patents Committee. Briefly, it provides that in case of infringement proceedings brought in behalf of any combination which exercises a substantial control over performing or broadcasting rights, the court shall have the power to fix a reasonable license fee instead of damages and order the issuance of a license on those terms. Mr. Schuette explained that in this way the public will be protected by having the benefit of a court review over any demands by a group which exercises monopoly control over the use of copyright music.

The Copyright bill (H. R. 10976) was given preferred legislative status after a conference between a delegation of representative broadcasters on June 7 and Speaker Garner and Majority Leader Henry T. Rainey, of Illinois.

The delegation discussed the legislative situation with these leaders and received assurances of cooperation. Other members of Congress visited evinced unsual interest and seemed conversant with the situation, unquestionably because of the steps taken by broadcasters everywhere to acquaint them with the facts. The delegation was headed by Mr. Schuette and comprised F. M. Russell, NBC Washington vice-president; H. A. Bellows, chairman, NAB, legislative committee; H. C. Butcher, Washington director of CBS; William S. Hedges, director WMAQ, Chicago, and past president of NAB, and Philip G. Loucks, NAB managing director.

"A clear victory in the House is in sight," Mr. Schuette notified all stations in a bulletin June 9. He urged broadcasters to continue their efforts in favor of the bill, declaring that "at last Congress knows that there is a broadcasting industry in this country."

"Copyright racketeering," Mr. Schuette asserted in his bulletin, "has only a few open and active supporters in Congress, but they make up in energy and ingenuity what they lack in numbers. Therefore, warn your Congress not to support any copyright bill except H. R. 10976." He added that attempts likely will be made to wreck the bill by other amendments, or even to force the substitution of the Vestal Bill,, "which so nearly ruined the broadcasting industry last year."

Chindblom Amendment

THE AMENDMENT to the Sirovich bill to be offered by Rep. Chindblom reads as follows:

"If, in any suit for infringement for the unauthorized broadcasting of any copyright musical work or works, it shall appear that the suit is brought by or in behalf of any association, society, corporation, or combination which deals with or in the issue or grant of licenses for the broadcasting of such works and which exercises in the United States a substantial control of the performing or broadcasting rights in any such works or in any class thereof, recovery shall be limited to an amount which will justly compensate the plaintiff for the use made of such work or works and shall in no event exceed the amount of a reasonable fee for a license which, under similar circumstances, would have authorized the infringement act or acts complained of. In determining the amount of such just compensation or of such reasonable license fee the prices currently paid for similar rights under similar circumstances shall be considered. Upon payment of a reasonable license fee, as found by the court, the infringer shall, in the discretion of the court, he entitled to continue the infringing acts complained of, upon such terms, and for such reasonable license period, as the court shall deem just. No injunction shall issue in respect to any works other than those proved to have been infringed."

The End of Fame

CONVINCED that the novelty days of broadcasting are over and that the identification of announcers at the conclusion of each program is an archaism, officials of WOR, Newark, N. J., have stopped the practice. Only in special cases where the continuity has been compiled or annotated by an announcer will he be permitted to use his name and then for much the same reason as a reporter is given a by-line on a special newspaper story.

Transcriptions Released By Toddy in Campaign To Advertise Milk Food

TODDY, Inc., New York, (food drink), is releasing a series of electrical transcriptions to stations throughout the country through Gotham Advertising Co., New York, as part of a newspaper and radio campaign that is expected to be in full swing by next September. Already some 30 stations have been contracted for time.

The transcriptions, featuring the slogan "Drink More Milk," will be sponsored by local milk companies, through which newspaper and sample tie-ins are being arranged. A feature of the campaign will be the offer of a kitchen drink-mixer to sell for one cent in combination with Toddy, which is a malt product to be mixed with milk as a food drink.

The transcriptions feature talks by prominent women on the importance of milk in the diets of adults and children. A children's orchestra furnishes the background. Toddy, Inc., recently sponsored a milk promotion luncheon at the Waldorf Astoria, New York, at which some of the persons whose voices have been recorded were introduced.

Music Publishers Demanding Royalties On Transcriptions; 29 Already Licensed

Advertising Agencies and Clients Are Warned of Liabilities As Some Disk Companies Refuse to Get Licenses

Mr. Paine

COINCIDENT with the troubles the broadcasters are facing over copyrighted music, a situation has developed in the electrical transcription field that is causing anxiety among certain transcription companies and among agencies and sponsors using transcriptions. It arises out of the demand of the Music Publishers Protective Association for a fee of 25 cents per composition of each station carrying transcriptions containing its copyrighted numbers.

Where the American Society of Composers, Authors and Publishers controls the public performing rights of a large group of copyrighted works, the M. P. P. A. collects royalties for the publishers on published and recorded versions of practically the same body of music. Ostensibly, there is no connection between the two organizations, but they both have their offices in the Paramount Building, New York, and their publisher memberships are largely interlocking.

Twenty-nine transcription companies, agencies and sponsors have entered into licensing agreements with the M. P. P. A., the exact terms of which are not divulged. But John G. Paine, as chairman of the association, on June 1 notified all agencies of its determination to collect royalties also from companies which hitherto have ignored its demands.

The companies already licensed, as officially announced by the M. P. P. A., include: World Broadcasting System, National Radio Advertising, Scott Howe Bowen, Adams Broadcasting Service, Columbia Phonograph Co., Brunswick Radio Corp., Byers Recording Laboratory, N. W. Ayer & Son, Brown & Hart, Moser & Cotins, Brown & Lyon, Inc., Transcontinental Broadcasting System, The Blackman Co., Sound Studios of New York, and Radiocasting Service, all of New York; A. T. Sears & Son, The Wessel Co., and Julius, Glidden, Chase & Hooker, Chicago; Freeman Lang Enterprises, Los Angeles; Radiotone Transcription Co., Radio Transcription Co. of America, and Recordings, Inc., Hollywood; McManus, Inc., Detroit; The McCord Co., Minneapolis; Jarman Shoe Co., Nashville; James A. Green Advertising Agency, Atlanta, and Starr Piano Co. Sales Corp., Richmond, Ind.

Also licensed but not now engaged in the production of electrical transcriptions are Famous Artists of the Air, Judson Radio Program Corp., and Radio Producers Associates, all of New York.

The list of those not licensed, and from whom licenses are expected, was not made public. Mr. Paine announced, however, in a special statement to BROADCASTING, that the M. P. P. A. is making an effort to centralize the licensing on transcription companies rather than agencies and sponsors. However, it collects the fee from any one of these sources. The 25-cent basic

(*Continued on page 32*)

Showmanship Aids Household Period

WIP-WFAN Gets Large Audience by Weekly Stage Show, Theater Tie-ins and Motor Tours for Listeners

By BENEDICT GIMBEL, Jr.,
Pres., WIP-WFAN, Philadelphia

MOST BROADCASTERS have some sort of home economic period to attract the housewives, and all are desirous of making this feature a potent advertising medium. WIP-WFAN has been so successful with its household program that it now has a waiting list of sponsors. Officials of this station were quick to realize that the secret of such a feature is to make it so outstanding that it will attract both listeners and advertisers. This objective was accomplished in this instance by the injection of showmanship.

Mr. Gimbel

ADVERTISING men and advertisers always like to hear of the radio program that "brings home the bacon." WIP-WFAN, Philadelphia, has a home economic period, advertising food and household products, that is certainly a leader in this field.

The daily program was started as a feature specializing in home economics. Previous to that time weekly meetings had been held, but no concentrated efforts had been made to realize the benefits of this feature. Because of an apparent need evident to make the program outstanding and attract radio space buyers, it was decided to inject a small degree of showmanship into the period. On Sept. 10, 1931, the program became the "Original Social Home Making Club of the Air." Consequently in addition to the morning programs a one-hour social meeting was also broadcast from the auditorium of the Gimbel department store on Thursday afternoons.

The mail response to the program proved that a large audience had already been established, and it was no surprise when the Gimbel auditorium was packed week after week. Naturally 1,800 housewives would not leave their homes, *pay* the expenses and journey to the center of Philadelphia unless there was some attraction out of the ordinary. The program was arranged so that the conductor had ample time for commercial announcements and yet could present a program of entertainment. The studio orchestra was used; outstanding authorities on food and home problems, prominent and nationally known chefs, women editors of several national publications and other personalities were engaged to talk on their specialties.

Tie-ins With Theaters

ARRANGEMENTS were made with local theaters for guest artists to bring visiting stars of the stage and screen to the audience. In this manner the advertisement that was used weekly, through the cooperation with Gimbel Brothers, called attention not only to the usual Home Making program but also to a current feature that had the benefit of theater and other mediums of publicity.

After two months of crowded audiences and overflowing mail bags, it was decided to test the selling power of the period. One of the advertisers at that time was the Great Valley Mills, Paoli, Pa., makers of a popular priced flour. For five mornings, announcements were made of a proposed trip to the mills and the listeners were invited to buy tickets for 75 cents covering transportation and a sandwich lunch. Frankly, WIP-WFAN did not expect many women to give up their time on Monday and *pay* to go to a mill and see flour made. But the program had been built so successfully that, instead of a few busses, a great fleet was required to transport women who responded to the radio announcements.

The executives of WIP-WFAN were now anxious to test, over a period of months, the selling qualities of this feature. Paper slips were given to the women attending each Thursday afternoon meeting, and these were presented with any purchase made in the pure food department or any other department of the Gimbel store of articles advertised in the current broadcast. A very appreciable increase in business was immediately apparent in all departments. Contests that required the contestants to write into the various accounts on the program were arranged, and in every instance the increased business and good will created for the advertisers were very satisfactory.

Variety of Sponsors

FOLLOWING is a list showing the varied types of advertising that have utilized this period. At the present time a waiting list is maintained because the station officials feel a crowded program would be more harmful than beneficial both to the station and to the advertisers. Among the sponsors were: Miracul Wax, Pennsylvania Sugar Co., Utica & Mohawk Valley Cotton Mills, Tripoli Foods, E. Greenebaum (Ever Good meats), Concord Grape Juice Co., Jules Junker (bakery products), P. E. Sharpless (cheese), Bates Bedspreads (Bliss Fabyan Co.), Birdseye Frozen Foods, Doraldina (cosmetics), General Baking Co., Florida Citrus Growers, Great Valley Mills, Original Trenton Cracker Co., Philadelphia Distributors (Mayflower refrigerator), Phillips Packing Co., Quaker City Flour Mills, Zion Institutions (fig bars), San Georgia Spaghetti, Bungay Wolf Co. (orange squeezit), Floyd Wells Co. (Bengal gas range), Adolph Goldmark.

Miss Dale

Another feature, the success of which comes nearer home, is that presented by Jean Dale, the Gimbel Shopper, every morning. A series of checks during 500 broadcasts through the cooperation of the advertising department of the Gimbel store has definitely proved the selling power of the program.

The story of the Gimbel Shopper is based on several elementary facts. After experimenting, it was found that the article lower in cost formed the best feature for radio selling. Higher priced articles have been sold with good results, but week after week the check shows that the smaller articles bring quantity sales and bring more people into the store.

The second rule is based on the fact that at the present time there is a distinct and separate place for newspaper and radio advertising. There are many articles that must be seen in reality, or in photograph to create a desire for ownership. In the same sense there are many standard articles that can be sold forcefully with a clever word description and it is this latter class that forms the greatest share of the Gimbel Shopper period.

"March of Time" Back

THE "March of Time" will return to the air Sept. 9 as a sustaining feature on CBS, preliminary to the resumption of its sponsorship by TIME magazine. The magazine itself will sponsor the program weekly from Nov. 4 to the middle of next March. As a sustaining feature the program will be along the same lines as before, the editors of TIME preparing the script and casting and production to be in the same hands as formerly.

CALL LETTERS of WLBG, Petersburg, Va., have been changed to WPHR by authority of the Department of Commerce. The station late last month was purchased from Dr. R. A. Gamble, of Norfolk, by local interests.

Broadcasters Beat Tax on Wire Lines

Radio Division Transfer Seen July 1 by Executive Order

By LYNNE M. LAMM

BROADCASTERS won their fight in Congress against the imposition of the 5 per cent line tax on all leased wires used for broadcasting purposes. As finally adopted, the Federal revenue bill imposes no such tax on broadcasters.

The fight had its ups and downs. In the House the Ways and Means Committee first put a 10 per cent tax on leased wires used for broadcasting. The committee itself then offered an amendment exempting the broadcasters from this tax, and there was no tax passed in the measure by the House.

When the bill came from the Senate Finance Committee, it was found that the rate had been reduced from 10 to 5 per cent but that broadcasters were to pay that 5 per cent tax. Senator Dill (D.), of Washington, was responsible for having a change made while the bill was under discussion on the floor through which sustaining programs were exempted from the tax, and as the bill finally passed the Senate only commercial programs were to be taxed. As the bill went to conference, however, the broadcasters were relieved of any tax. Much credit for the campaign against this tax is due to the NAB.

To Tax Radio Sales

THE REVENUE law does, however, impose a tax of 5 per cent on sales of new radio sets and parts.

The broadcasters have also won, at least for the time being, their fight against any license tax as proposed in the bill (H. R. 7716) which was at one time reported by the Senate Committee on Interstate Commerce but which was withdrawn at the request of the chairman of the committe, Senator Couzens (R.), of Michigan. There is little likelihood that any further action will be taken on the bill during the present session of Congress. Of course it will be a "live" bill when Congress convenes again in December.

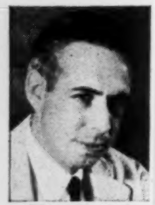
The so-called economy bill as it passed both the Senate and the House provided for the transfer of the Radio Division of the Department of Commerce to the Radio Commission, the transfer to be made by the President "by executive order." It is believed that the transfer will not be made by the President until July 1, the beginning of the new fiscal year. As this bill went to conference there was no dispute on the question of the transfer of the division. There are some slight changes in the section providing for this transfer but they are of minor importance. A Senate amendment, for instance, gives preference to length of service and efficiency of personnel if it is necessary to dismiss any of the employees on account of overlapping of work.

KUMA Is New Call

FORMERLY located at Flagstaff, Ariz., KFXY on June 22 will be in operation at Yuma, Ariz., and its call letters will hereafter be KUMA. The station operates with 100 watts on 1420 kc.

KMBC Wins Fame As Feature Builder

Director Church Given Credit For Success of Programs


Mr. Church

AS AN originator of novel radio features that graduate to "big time," KMBC, Kansas City, is carving for itself a niche in the broadcasting realm. And for it credit goes to the enterprising young executive director of that station — Arthur B. Church.

"Easy Aces," which went on the CBS basic network on a thrice-weekly schedule last February, sponsored by Lavoris, is the latest of the network features which originated at KMBC. The program was sold by Mr. Church, as agent for Mr. and Mrs. Ace (their actual name), direct to the advertiser after a transcription audition. Mr. and Mrs. Ace are the featured characters.

Three other programs which have gained widespread popularity over KMBC have been recorded by Mr. Church, who was in the east recently contacting advertisers and agencies. These features are "Low Lights on Great Lovers," a song and patter skit starring the Songsmiths; "The Newlyweds," billed as a daytime program for women listeners, adapted for merchandising of home products within the program itself and featuring music and patter of the lover type, and "Cap'n Bill and Willie," a skit on the theme of the old river boat which plies up and down the Mississippi. Cap'n Bill spins his seagoing yarns, and Willie, a dusky cabin boy, always is getting into trouble, but wins his way into the hearts of his audience by his darky songs.

Aylesworth Gets Degree From Drake University

M. H. AYLESWORTH, president of NBC, and Kent Cooper, general manager of the Associated Press, received honorary degrees of Doctor of Law from Drake University, Des Moines, at commencement exercises June 6. Mr. Aylesworth, whose father, Barton O. Aylesworth, was president of Drake from 1889 to 1897, delivered the commencement address. He left immediately afterward for the Pacific Coast on his first trip there since he took the presidency of NBC. Radio will occupy some of his interest, but his chief mission to Hollywood is in connection with his duties as president of RKO.

Dedication of KGU

WHEN KGU, of the Honolulu Advertisers, shifted to the 750 kc. wave and increased its power to 2,500 watts on May 25, the special dedicatory program carried the voice of William S. Paley, youthful president of CBS, who, happening to be in Hawaii on his honeymoon, was invited to participate even though the station is linked with NBC.

Brinkley Again Seeking Governorship of Kansas

DR. JOHN R. BRINKLEY, former Kansas broadcaster, whose license for KFKB, Milford, (now KFBI, operated by the Farmers & Bankers Life Insurance Co.) was revoked last year by the Radio Commission and the courts for medical broadcasts held to be inimical to the public welfare, is back in the race for the governorship of Kansas. Dr. Brinkley polled 183,000 votes when he ran for governor in 1930—only a few thousand short of election—despite the fact that his name had to be written into the ballots by the voters.

The former medico-broadcaster, who later founded the 75 kw. XER at Villa Acuna, Mexico, just across the Rio Grande from Del Rio, Tex., is running as an independent. Because he is anti-Hoover and anti-Farm Board but friendly with Vice President Curtis, his candidacy "has leaders in both political parties worried, not only over his chances of election in a three-cornered race but as to its effects on the national election," according to Cliff Stratton, political writer for the Capper Publications.

Dr. Brinkley not only sold the equipment of what is now KFBI but also is understood recently to have disposed of his interest in XER. His radio plans in the campaign have not been made known.

Field, KFNF, Looming As Third Radio Senator

RADIO'S third member of the U. S. Senate may be Henry Field, seed merchant of Shenandoah, Ia., and operator of KFNF. In the Republican primaries June 6 he defeated Senator Smith W. Brookhart by a decisive margin. He will be opposed by Louis Murphy, the Democratic nominee, in the fall elections.

Radio gained its second U. S. Senator when Maj. John S. Cohen, publisher of the ATLANTA JOURNAL, operating WSB, was appointed several months ago to fill the unexpired term of the late Senator Harris of Georgia. Senator Cohen will not be a candidate for that office this fall, but will fill out the term during the second session next winter of the present Congress. The other Senatorial radio station owner is Senator Capper, of Kansas, whose TOPEKA CAPITAL and other publications operate WIBW, Topeka.

Elliott for Congress

DR. FRANK W. ELLIOTT, former president of the NAB and former manager of WHO-WOC, Des Moines-Davenport, Ia., won the Republican nomination for Congress for the Davenport area in the primaries June 7. He ran as a wet. He will oppose Rep. Bernhard M. Jacobson, of Clinton, Democratic incumbent, in the elections next fall.

ARRANGEMENTS for the NAB radio sessions of the American Federation of Advertisers convention at the Waldorf-Astoria, New York, June 19-23, have been placed in the hands of A. J. McCosker, WOR; H. K. Boice, CBS, and Frank A. Arnold, NBC.

Station WINS Moves

WINS, New York, will move from the Hotel Lincoln to the "WINS Building" at 114 E. 58th St., June 19. The removal is to provide larger quarters.

Spot Programs Placed By Sears, Roebuck & Co.

EIGHTEEN stations in Kansas and adjacent territory have been contracted by Critchfield & Co., Chicago agency, for a series of 52 five-minute spot programs to be carried daily except Sunday for Sears, Roebuck & Co. The programs are entitled "Adventures in Values" and recount famous bargains of history, such as Disraeli's purchase of the Suez Canal for $20,000,000; the purchase of Phar Lap, great turf winner, for $800; the sale of the famous Star of Africa diamond for $200, and Babe Ruth's first big league contract.

The spot announcements include a weekly bargain-hunting contest in which cash prizes totalling $140 are paid for the best letters on bargains found in Sears, Roebuck catalogues. The campaign is chiefly designed to stimulate catalogue sales by calling attention to bargain items.

Vague Association Demands Channels

A NEW ATTACK on the American Plan of broadcasting is being made in pamphlets distributed among advertisers, listeners and to members of Congress by an organization which bears the name "American Radio Audience League," with headquarters in Chicago.

The purpose of the league, as set forth in the circulars, is to effect the "entrustment of the financially valuable broadcast channels to competent agents representing the audience, rather than to sellers of transmission." Dues are $1 a year for regular membership and "$5 or more" a year for contributing membership. Harris K. Randall, said to have come from the agency field, is executive director of the league, and Herbert Bebb is treasurer.

The organization is more greedy in its demands than the sponsors of the Fess bill, which ask 15 per cent of the nation's broadcasting facilities for education, and is more vague in its plans for putting the channels to use. In its plea to Congress, the "League" goes no further in explaining this vitally important point than to state that the licensing authority should "assign the valuable and vital privilege of channel control more largely to agencies acting for the audiences, whose motives in serving public interest and convenience would not be dwarfed by any private duty of earning best returns on private engineering properties."

The letter to advertisers suggests, among other things, that "if the advertiser is to be asked to pay full market value of occupying for a half hour a big-city radio channel, the money should at least go to build up increased 'reader interest' in the medium itself, instead of going, as it does now, largely to keep in profitable operation the excess plant capacity of the broadcast transmission industry."

KFAB Loses Libel Verdict on Appeal

Supreme Court of Nebraska Holds Owner Responsible

REVERSING the lower court, the Supreme Court of Nebraska, in an opinion June 10, held the owner of a station may be adjudged liable for defamatory utterances of persons broadcasting over the station. It remanded to the lower court the case of C. A. Sorenson, attorney general of Nebraska, against Richard F. Wood and KFAB, Lincoln, in which Sorenson sued for damages for alleged libelous statements made by Wood over KFAB.

The State Supreme Court held that the Radio Act of 1927 confers no privilege to broadcasting stations to "publish" defamatory utterances, and that the defense of the station that it is a common carrier is not supported by the evidence in the case. The court stated that when one writes libelous words and reads them before the microphone with the consent of the owner of the station, the reader and the owner unite in the publication of libel and may be joined as defendants.

In the lower court, the jury had assessed damages for libel against Wood, who was candidate for attorney general in the 1930 elections, but the broadcasting station was absolved of liability. Sorensen had sued for $100,000, and was given a verdict of $1 against Wood. KFAB contended that a station has no power of censorship over political speeches and that it was therefore immune to civil suits under the Federal Radio Act. KFAB contended also that it was impossible for the station to know in advance what Wood intended to say.

The case is regarded by radio attorneys as one that should be passed on by the Supreme Court of the United States. Whether it will be appealed, is not known.

WLBX Appeal Lost

IN AN OPINION rendered June 6 the Court of Appeals of the District of Columbia sustained the Radio Commission's decision denying a renewal of license to WLBX, Long Island City, N. Y., operated by John H. Brahy. The station was cited for operating with excessive power, but at the subsequent hearing additional evidence was presented to show the station had violated other regulations. Though this testimony was accepted, Associate Justice Robb, in his opinion upholding the Commission, reprimanded the Commission for failure to give the station owner sufficient notice of the new changes in advance to enable him to prepare his defense. Justice Robb declared a station "ought not to be compelled to incur the expense of producing witnesses at a hearing to meet possible imaginary charges," adding that "he is entitled to reasonable notice of the specific issues to be determined at the hearing." The station went off the air immediately after the decision.

WKAQ, San Juan, P. R., was authorized by the Radio Commission June 10 to change frequency from 890 to 1240 kc. and increase its power from 250 watts to 1 kw., as well as to make changes in equipment.

Predomination of Music Over Education On European Radio Revealed in Report

Levering Tyson Hits Misconception of Foreign Programs In Factual Survey of "Broadcasting Abroad"

MUSIC AND MUSICAL entertainments comprise the greater proportion of radio programs in Europe as well as in this country, according to a survey of European broadcasting by Levering Tyson, director of the National Advisory Council on Radio in Education, who gleaned his facts from the International Broadcasting Union at Geneva. Under the title "Broadcasting Abroad" these facts are published in pamphlet form by the council as a part of its Information Series (No. 7).

The most recent table prepared by the Geneva Union covering a three-months period shows the following average composition of programs of 15 European countries:

Music and musical entertainment, 44.3 per cent; literature, 5.4 per cent; talks, 10.5 per cent; criticism and news, 12.7 per cent; religious transmissions, 3.65 per cent, and miscellaneous, 25.1 per cent.

Distorted Pictures

THE BULLETIN contains no comparisons of American and European broadcasting, but Mr. Tyson says in his foreword:

"Without attempting in the slightest degree a defense of American broadcasting or a criticism of the Europeon variety, it is apparent to the casual first-hand observer that European broadcasting conditions are by no means ideal. In a comparatively young art or industry this is, of course, to be expected. Anyone who has had the opportunity to get first hand experience with the systems operated in Great Britain and on the continent discovers that what is said and written in America about European broadcasting, to say the least, is highly colored."

Dr. Irvin Stewart, of the Department of State, wrote the introduction to the report.

Listeners' license fees averaging about 25 cents per month per set are the chief support of radio broadcasting in nearly every country in the world except the United States, the bulletin reveals. Fees are collected by postmen, since radio broadcasting abroad is usually under the supervision of the Postal Administration, and penalties of varying severity exist for the nonpayment of fees.

"By permission of the copyright owner" is being heard less and less in Italy as a result of a recent decree that places at the disposal of the broadcasting organization, subject to the payment of fees to be mutually agreed upon, all theatrical and other works of musical or artistic character after they have been performed three times in public.

Advertising Bans

ADVERTISING, the bulletin discloses, is not permitted in Czecho-Slovakia, Hungary, Holland, Russia, Switzerland and Sweden. In other countries it is allowed but not encouraged. There is no radio advertising in Great Britain. In Germany and Norway it is permitted outside the normal program hours. In Italy it is allowed only under the conditions that it is kept within the least objectionable forms, does not prejudice the artistic quality of the programs, and is not allowed to occupy more than 10 per cent of the program time. In Turkey broadcasting of advertisements is permitted, but this form of broadcasting is kept distinct from the musical parts of the program. Other countries in which a part of the revenue for broadcasting comes from radio advertising are France, Ireland, Poland, Spain, Rumania, Jugoslavia, Lithuania and Australia.

Richard Nicholls Heads WLW Program Division

Mr. Nicholls

RICHARD NICHOLLS, noted actor and director on both the English and American stage, has joined the staff of WLW, Cincinnati, as assistant general manager in charge of programs, according to an announcement by John L. Clark, general manager of the Crosley Radio Corporation's broadcasting activities. He was until this transfer in the radio production department of N. W. Ayer & Son, Inc., New York, and formerly with Campbell-Ewald agency, Detroit.

Before his entrance into the field of broadcast production two years ago, Mr. Nicholls scored successes as both actor and director in a number of Broadway presentations. He is a native of England and at one time played with the Plymouth Repertory Theater.

Radio Commission Cuts July Off Vacation Time

BREAKING custom, the Radio Commission has decided to continue hearings on regular applications through the month of July and to suspend the docket only during August. Heretofore, the Commission has suspended regular business other than routine from July to September.

Whether the Commission itself will recess July 1 or continue in session another month has not yet been determined and apparently is contingent upon whether Congress recesses or adjourns in advance of that time. Decision will be made, however, prior to July 1. On that date both the Commission and the Radio Division, Department of Commerce, will move their headquarters from the National Press Building to the Interior Department Building.

Roadside Radio

REPLACEMENT of traffic signs and billboards with roadside broadcasting service was suggested as a possible development of radio by O. H. Caldwell, former Radio Commissioner and now editor of "Electronics" and "Radio Retailing," in an address recently before the American Welding Society in New York. Motorists could be warned of bad curves, speed limits and the like and informed of the location of gasoline stations or even of places to stop for a chicken dinner by such a system, Mr. Caldwell said.

Transfers of WJSV And KPO Granted

Networks Acquire New Units by Lease and Purchase

TRANSFERS of KPO, San Francisco, to NBC, and of WJSV, Alexandria, Va., to CBS, were approved June 10 by the Radio Commission following hearings before the Commission, sitting en banc, in which the question of network ownership and operation of stations was considered. The Commission found in both cases that the voluntary assignment of licenses would be in the public interest.

Details of the WJSV transfer, to be leased to CBS for use as its Washington outlet, were revealed at a hearing June 2. On May 26 the Commission considered the voluntary assignment of KPO, by Hale Bros. Stores, Inc., and the Chronicle Publishing Co., to NBC, for a purchase price of $600,000.

After approving transfer of the WJSV license to the Old Dominion Broadcasting Co., a CBS subsidiary, the Commission granted the new corporation authority to take WJSV off the air until September 15, so the transmitter can be removed to a new location closer to Washington and reconstructed. Under the lease, dated June 1, CBS will pay annual rental of $20,000 a year to WJSV, Inc., for five years, with option to renew a second five-year period at $25,000 annually, and for a third five years at $40,000 annually. The agreement also provides that should CBS desire to purchase the station, it can do so during the first five year lease period for $400,000; during the second five years at $600,000, and during the third five years at $800,000. CBS will pay all expenses incident to the operation and maintenance of the station.

CBS will discontinue service to WMAL, its present Washington outlet as soon as WJSV is reestablished and moved closer to Washington to a point on the Virginia side of the Potomac River. The station operates with 10 kw. on 1460 kc.

KPO is licensed for 5 kw. on 680 kc., a clear channel, and holds a construction permit for 50 kw. It has been used as the key of the NBC-Gold network since January. The $600,000 sale price reimburses the former licensees for their operating losses since 1922.

Radio Has Proved Merit, Says Gilman

But Wise Advertiser Does Not Bar Other Media, He Adds

Mr. Gilman

"THE BROADCAST advertisement has proved its merit to the small advertisers in the United States and has proved that it can stand alone without support from the other elements of advertising in the presentation of products for general consumption," Don E. Gilman, NBC vice-president in charge of the Pacific Division, declared June 7 in an address to the Los Angeles Advertising Club.

"The wise user, however," he qualified, "does not employ radio exclusively but employs it either as a supplementary medium supporting his other advertising or as a major medium supplementing it with other forms of advertising which will contribute to public interest and insure a wider listening audience."

Speaking on "The Place of Broadcasting in Advertising," Mr. Gilman emphasized the importance of "steady improvement" in programs and the reliance of American broadcasting on the advertiser for revenue.

Admits Radio Has Faults

"NO ONE denies that radio has its faults just as no one would think of claiming that the newspaper, magazine or other advertising media are free from blame," he said. "Probably the worst foe of radio is the broadcaster himself, especially that broadcaster who does not understand that he is charged with a great public trust and not given special privileges for private gain. Another enemy of the logical development of radio is the sponsor who does not use his time with the finesse which would make his program and product more acceptable."

Mr. Gilman discussed the cry of certain limited interests in this country for government operation of broadcasting stations but dismissed the proposal as contrary to the wishes of the listeners.

"Probably the most effective argument against this trend," he said, "is the growing feeling that there is too much paternalism in America already."

The NBC vice-president concluded with the observation that the place of broadcasting in advertising "is an adaptation of a well formulated and a well thought out American plan of support of a semi-public trust through commercial use."

KNX Gets 25 Kw.

AN INCREASE of power to 25 kw. was granted KNX, Hollywood, June 7 by the Radio Commission. The KNX channel of 1050 kc. is one of the two U. S. clear channels which, under the recently concluded new Canadian agreement, is also to be used by a 500-watt station in Nova Scotia.

BROADCASTING

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MARTIN CODEL, Editor
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Indisputable Facts

A HUGE DOSE of antitoxin that should effectively check the epidemic of wild and irresponsible criticism of commercial broadcasting was delivered to the United States Senate June 9. It was the Radio Commission's 325-page answer to the Couzens-Dill resolution of last January, based on the most sweeping investigation of broadcasting ever undertaken. Critical politicians, jealous competitors and calamity-howling reformers won't be so careless in their attacks on commercial radio hereafter. Facts, for the first time are available.

The report is a cold statistical compilation of facts covering every phase of broadcasting. Only such conclusions as were necessary to present clearly particular points were advanced by the Commission. There are no straight-out recommendations. Yet the facts of the report offer as decisive and clean-cut an analysis in support of commercial broadcasting in this country as could be drafted. American broadcasters owe a vote of thanks not only to the Commission for conducting the inquiry but to the Senate for ordering it.

The utter economic impracticability of establishing a government-owned or controlled system in this country first is pointed out beyond dispute. Secondly, the Commission had the unanimous sentiment of leading advertising agencies to support its conclusion that to eliminate commercial credits in programs would destroy the industry. Like the agencies, the Commission argued that to limit credit to mere mention of sponsorship would amount to about the same thing.

What is all this talk about too much advertising anyway? The analysis covering 582 of 607 existing stations, showed that only 6.55 per cent of the total hours used during a typical broadcast week were devoted to sales talk. Compare that to the advertising content of newspapers and magazines, which normally runs 50 per cent and more. The analysis further showed that only about one-third of the total broadcast hours used were devoted to commercial programs, and that sales talk consumed 18.11 per cent of such commercial hours.

The Commission, again agreeing with the agency consensus, told the Senate that the whole advertising situation has a cure within itself. If the industry does not provide the remedy, it will lose its means of support anyway, it was said. Even if Congress should consider legislation necessary, a majority of the Commission urged that the Commission be allowed to handle the matter by regulation, rather than that Congress enact legislation imposing "specific restrictions and unflexible limitations."

Those who have beheld broadcasting as an industry rolling in wealth will receive a rude awakening in learning that in 1931 the industry was in red ink. Receipts amounted to $77,758,000 and expenditures to $77,995,000 for 571 stations. Profits were shown by 333 stations while 180 stations showed losses.

From 52 advertising agencies came responses to the question on the feasibility of limiting advertising to mere mention of sponsorship. Any such restriction would immediately paralyze the industry, one agency official said. Another declared it would not permit the advertiser to justify the expense of his program and would cause immediate deterioration of program quality. It would be wholly contrary to the spirit of American competition, said a third, who predicted that if radio is allowed to take its course defects will disappear. Advertisers were generally held responsible for objectionable sales talk in their natural desire to get their money's worth. Sales talk was said to be a matter of good taste and good business judgment, neither of which can be brought about by law. All urged that Congress keep its hands off.

The campaign of the educators seeking 15 per cent of the wave lengths seems to be a forlorn hope. The Commission was asked by the Senate whether it believed educational programs can be safely left to periods donated by commercial stations. Answering affirmatively, the Commission showed that 533 stations had reported in sworn statements that they had offered their facilities liberally to local schools and colleges—most of the time gratis—and are still prepared to do so.

Birds of Prey

IT IS ONLY to be expected that an industry as young as broadcasting should be looked upon as easy pickings by all sorts of schemers and birds of prey. In this issue we report the formation of another of those self-styled "radio audience leagues"—somebody's vague idea of an organization that should demand "entrustment of the financially valuable broadcast channels to competent agents representing the audience rather than the sellers of transmission." Who those "competent agents" should be is not indicated, but of course dues and contributions are solicited—all to go to some self-nominated crusaders whose identity and prestige in the radio field remains vague.

In this issue we also publish two letters from Middle Western stations whose directors admit having fallen victim to itinerant program promoters. In each case the sheriff is seeking these fly-by-nighters who "did their stuff" and then fled with the cash. Other broadcasters will do well not only to heed the warnings in these letters but to help their colleagues bring these men to justice.

Racketeering in radio can easily be stifled by careful scrutiny. In the case of new "league" and "association" schemes of dubious necessity and backing, agencies and broadcasters alike have a common cause in stifling them.

The RADIO BOOK SHELF

THE THIRD and final bulletin based on a survey of commercial broadcasting was issued recently by electrical equipment division and the Bureau of Foreign and Domestic Commerce of the Department of Commerce under the title "Broadcast Advertising in Asia, Africa, Australia and Oceania" (Trade Information Bulletin No. 799; U. S. Government Printing Office). The data was compiled by E. D. Schutrumpf of the latter bureau from reports submitted by foreign representatives of the Department of Commerce and the State Department.

NEWEST available data regarding the location, size and purchasing power of domestic markets for the products of American industry are presented in "General Consumer Market Statistics" by the Department of Commerce. Constituting the first supplement to the "Market Data Handbook of the United Sattes," the report may be bought for 60 cents a copy from the Government Printing Office or any of the District offices of the Commerce Department.

CAUSTIC CRITICISM of crooning and of radio for sponsoring it is contained in a symposium of a score of musical authorities in the May 25 edition of MUSICAL AMERICA. Most of the critics are severe in their denunciations, but a few, including Leo Reisman and Nathaniel Shilkret, radio orchestra conductors, arise to the defense of crooners. The symposium was initiated as the result of Cardinal O'Connell's recent attack on radio crooning.

Reasonable Leeway

BUSINESS conditions being what they are, with so many local stations hard pressed to secure enough accounts to make ends meet, let alone to support sustaining features, it seems to us to be an ill-timed mood that constrains the Radio Commission to refuse to allow certain local stations to curtail their summer operating schedules below the 12-hour minimum requirement for full-time licensees.

Denied the right to sign off for part of the broadcast day, these stations have only one alternative—to play phonograph records and carry dull fill-in programs. In communities where other radio services are available, including those embraced in the daytime areas of high power stations, there seems to be no good reason for a flat refusal to the requests of some local stations to sign off for reasonable periods of time.

Commissioner Lafount points out that for ten years prior to the promulgation of the broadcast day provision, no station was under the restraint of a minimum operating schedule. He takes the stand that the government in these times of economic stress is doing its utmost to aid business through emergency loans and relief measures, and that the Commission, consistent with this endeavor, should not impose additional burdens of expense on stations. With this sensible view we quite agree. Consistency alone demands that the little fellows of broadcasting be given reasonable leeway in their schedules. Does not the Commission automatically allow all applicant educational broadcasting stations to close down not merely for a few hours a day but for the whole summer?

We Pay Our Respects to—

HAROLD ARUNDEL LAFOUNT

IF A LOG were available of those who have flashed before the spotlight as radio's "men of the hour" during the last five years of radio regulation, Harold Arundel Lafount, Federal Radio Commissioner, would hold the endurance record.

In virtually every problem tackled by the Commission, there is the "Lafount angle" to be considered. Those "angles" invariably are backed by forceful and aggressive stands, regardless of the views of the remainder of that body. "Lafount dissenting" lately has been as common a notation on Commission decisions as was the name of the venerable Oliver Wendell Holmes on Supreme Court decisions.

Mr. Lafount more than frequently has the task of contacting the industry on matters of mutual interest. It was he who a few weeks ago took set manufacturers to task, in an address at Chicago, for failure to produce and maintain receivers comparable in quality to the service being rendered by broadcasters. At the same time he admonished manufacturers to watch their step on television. A few days earlier he addressed the conference of educators on radio at Buffalo and pointed to the futility of attempting widespread radio education over stations owned by institutions, as opposed to the use by educators of general commercial stations that command definite and substantial audiences.

Mr. Lafount likes to deal in facts, and is blunt and outspoken in his criticisms. The records are replete with manifestations of his stout defense, despite insistent opposition, political and otherwise, of higher and higher powers and of retention of clear channels.

Mr. Lafount is the "practical business man" member of the Commission. He was appointed by President Coolidge soon after the Commission was created in 1927 as one who might steady the radio boat, then topheavy with "professional" men. That he has succeeded, is told eloquently by the records and by his host of friends and admirers in the industry.

"One of Lafount's finest characteristics as a Commissioner is his courage to say 'no' when 'no' is the only word that ought to be said," is the way one government official recently epitomized the character of the fifth zone commissioner.

Although a resolute and determined fighter, Commissioner Lafount is even-tempered and subdued in manner. Never does his voice rise above conversational tone.

When Harold Arundel Lafount, business man of Salt Lake City and Los Angeles, was appointed to succeed the late Commissioner John F. Dillon on Nov. 1, 1927, he was virtually an unknown figure in radio. True, he was interested in the manufacture and sale of apparatus, but that was primarily a sideline to many other business enterprises. Plunging into his task with almost boyish enthusiasm, he soon emerged from obscurity to national eminence in the radio field.

Harold Arundel Lafount is a self-made man. Born at Birmingham, England, Jan. 5, 1880, he migrated to this country as a youth, and settled with his family at Logan, Utah. He is the son of Robert Lafount, who had established a hardware business at Logan, to which the younger Lafount later succeeded. He was educated in the public schools of Logan and at the Utah Agricultural College. He devoted most of his business career to land and irrigation propects in the intermountain section, as well as to real estate in Utah and California, prior to his appointment to the Commission.

Mr. Lafount married Ilma Luella Robinson of Montpelier, Idaho, in 1903. They have four daughters, Mrs. Elsie Lafount Dobson, of Salt Lake City; Mrs. Lenore Lafount Romney, of Washington; Mrs. Connie Scowcroft, of Ogden, and Miss Ruth. A Mormon by faith, he was a bishop of the Latter Day Saints Church, of Salt Lake City, from 1919 to 1924. He is a member of the Commercial Club of Salt Lake City and of the National Press Club of Washington.

PERSONAL NOTES

DONALD FLAMM, president of WMCA, New York, announces the following staff changes: Harry Carlson, formerly of WPCH, becomes program director; Jack Ricker, former production manager of CBS, becomes WMCA studio and production director; Elmo Russ, composer-organist, assumes charge of special presentations; Bill Williams, formerly WMCA production chief, becomes program director at WPCH; Harry W. Pascoe, continuity writer, is transferred to the program building department.

COL. THAD H. BROWN, second zone Radio Commissioner, represented the Commission at the Ohio State University Institute of Education conference in Columbus, June 6-9. He is an alumnus of Ohio State. Col. Brown was also slated to be a delegate to the Republican national convention in Chicago from Ohio but declined on account of his official position. He attended the convention, however.

ANDREW HERTEL, former manager of the radio department of Williams & Cunnyngham, Chicago advertising agency, has been named business manager of WHBL, Sheboygan, Wis., operated by the Sheboygan Press. Mr. Hertel has been in radio work since 1925, when he became radio editor of the Milwaukee Journal.

BORN to John S. Martin, director of WINS, New York, a son, Roger William, on May 24.

COMMISSIONER and Mrs. H. A. Lafount were guests of Mrs. Mabel Walker Willebrandt at a dinner at the Willard Hotel, Washington, June 3, in compliment to Louis B. Mayer, head of Metro-Goldwyn-Mayer, and Mrs. Mayer.

HARRY SHAW, president of the NAB, and William S. Hedges, NAB executive committeeman, addressed the League of Wisconsin Radio Stations meeting at Green Bay, May 25. Herbert Mann, of Racine, presided.

GENE HOGUE, night manager of the Chicago NBC studios, has been appointed manager of KOA, Denver. William E. Bryan, former commercial manager of KOA, Denver, has been elected president of the Advertising Club of Denver.

VIC DIEHM, well-known in radio circles in Baltimore, Wilmington, Del., and Reading and Lancaster, Pa., is now associated with WORK, York, Pa., as commercial manager.

HARRY GOLUB, manager of the Orpheum Theatre, Salt Lake City, on June 1 took up new duties as Utah manager for CBS.

THOMAS E. MORGAN, general manager of KTAB, San Francisco, is on a trip to New York and Washington this month.

HAAN J. TYLER, formerly with Modern Magazines and for many years associated with MacFadden Publications, has been appointed director of sales of the Broadcast Checking Bureau, Chicago, following the resignation of J. F. Jenkins.

BORN, to Mr. and Mrs. H. J. Maxwell (office manager of NBC in San Francisco) a daughter, weight eight pounds.

JUDGE E. O. SYKES, third zone Radio Commissioner, and Mrs. Sykes attended the reunion in Washington May 27 of the class of 1897 of the U. S. Naval Academy, which Judge Sykes attended several years as a midshipman.

R. L. FERGUSON, commercial manager of WLW and WSAI, Cincinnati, has appointed R. V. Hamilton as his commercial assistant. Mr. Hamilton was formerly with WCKY, Covington, Ky.

MAJ. GEN. JAMES G. HARBORD, chairman of the RCA, who was chief of the Service of Supplies of the A. E. F. in France during the war, was the principal speaker at the graduation exercises of the U. S. Military Academy at West Point June 10.

LYNDOLL L. YOUNG, chief counsel for the Eric Cord interests in Los Angeles, early this month succeeded John W. Swallow, resigned, as general manager of KFAC, Los Angeles, and KFVD, Culver City, outlets of the Los Angeles Broadcasting Co. Calvin A. Smith at the same time replaced Marvyn S. Adams as chief of the technical department. Mr. Adams also resigned. This new setup is temporary pending a reorganization. Mr. Swallow, who also resigned from Advertisers, Ltd., did not announce his future plans.

DON GILMAN, vice-president and western manager for NBC, addressed the Los Angeles Advertising Club June 7 on "The Place of Broadcasting in Advertising." It was the club's annual radio day. Naylor Rogers, manager of KNX, was chairman of the day, and Dr. Ralph L. Power, radio editor of the Los Angeles Record, was head table host.

RALPH HABURTON, former head of the Crosley artists' bureau, is now selling time for WCKY, Covington, Ky.

RICHARD NICHOLLS, actor and stage director, has joined the staff of WLW, Cincinnati, as assistant general manager in charge of programs. He was formerly with the radio production department of N. W. Ayer & Son, Inc., New York, and before that with Campbell-Ewald Advertising Agency, Detroit.

MRS. ELLIS A. YOST, wife of Chief Examiner Yost of the Radio Commission, who is Republican national committeewoman from West Virginia and director of the women's division of the Republican National Committee, left for Chicago June 8 to attend the national convention.

NORMAN MANNING, former manager of KMIC, Inglewood, Cal., has been named to the decoration committee of the Olympic Games in Los Angeles.

GEORGE ROESLER has resigned from KOIL, Council Bluffs-Omaha, to become commercial manager of KFAB, Lincoln, Neb.

BORN TO Edward E. Simmons, program director of WAAF, Chicago, and Mrs. Simmons, on June 3, a son, Thomas Earl.

W. WALTER TISON, director of WFLA-WSUN, Clearwater, Fla., was married this month to Miss Exa Jones, former school teacher of Clanton, Ala., and lately associated with the Clearwater Chamber of Commerce.

L. J. FITZGERALD has returned to his office as Chicago manager of NBC Artist Service after a five-month tour with Ignace Paderewski.

BEHIND THE MICROPHONE

ERNEST ROGERS, radio editor and rewrite man on the Atlanta Journal, and Miss Bertha Turnipseed will be married June 11.

C. EDWARD MARCUS has been added to the continuity staff of the Los Angeles Broadcasting Co., operating KFAC, Los Angeles, and KFVD, Culver City.

BORN to Bart Sheehan, chief announcer at WLWL, New York, an 8-pound girl the latter part of May.

JOHN McCARTNEY, formerly with WGAL, Lancaster, Pa., and more recently with WORK, York, Pa., as staff musician and announcer, has been promoted to production manager.

RAINE BENNETT, known as the "poet of the air" in California radio circles, late in May joined the staff of KFI, Los Angeles.

CLARENCE FUHRMAN, musical director at WIP-WFAN, Philadelphia, has been appointed director of music at Cape May, ocean resort, for the summer from 2,000 applicants. He will continue his regular work at WIP-WFAN.

TOM RILEY, announcer at WFBE, Cincinnati, was recently married to Eugenie Beck, of Louisville.

JENNINGS PIERCE, chief announcer of the Pacific Division of NBC, has been placed in charge of all special programs by Don E. Gilman, vice-president in charge. Cecil Underwood has been named assistant chief announcer.

AL AND PETE, the "Nutcrackers" on WLS, Chicago, has gone to New York to appear on the Westinghouse program over WEAF for 10 weeks.

RAYMOND PAIGE, music director for KHJ, Los Angeles, has announced his engagement to Miss Mary Catherine Hoffman, known over the air as Mary York in vocal roles.

MEL KING, formerly of KLPM, Minot, N. D., has joined the staff of KGCX, Wolf Point, Mont.

BOB DeHAVEN, of WTMJ, Milwaukee, is collaborating with Elmer Book, former Hollywood scenario writer, in writing a novel of the film capital's society.

JERRY CADY, former reporter with the LOS ANGELES RECORD, has joined the continuity staff of KECA-KFI, Los Angeles.

BILLY BEARD, veteran vaudeville and minstrel star, has signed a contract with Brandimist, Inc., of Atlanta, (soft drink) for a program each Friday at 8:30 p. m. over WSB, Atlanta.

MONROE UPTON (Lord Bilgy and Simpy Fitts) has returned to KFRC, Los Angeles, after a sojourn with NBC.

LUTHER L. PUTNAM, studio manager of KGB, San Diego, has gone to KYA, San Francisco, to stage a comedy series.

FRANK O'NEILL, co-author of a series of ghost stories over KTAB, San Francisco, has been recuperating from a serious illness. He will probably be at Mary's Hospital through June.

RAY KNIGHT, NBC comedian, expects to be in the movies soon. He is negotiating at present to put station KUKU on the screen and he also is working on a new series of animated cartoons.

DAVID BALLOU, announcer and publicity man for KFVD-KFAC, Los Angeles, on June 5 went with KFI, Los Angeles, in a production role. At one time he had been on the sales staff of KGB, San Diego, and once headed the industrial film department of Warner Bros.

JACK PLUMELET, formerly at KTM, Los Angeles, has gone to KMED, Medford, Ore., as staff announcer.

JAMES DAVID BUTTOLPH, Jr., musical director of WGY, Schenectady, was married June 8 to Miss Polly Russell, of Scarsdale, N. Y.

CARROLL J. FISHER, of the sales force at KTM, Los Angeles, has taken on the management of the Texas Outlaws, group of cowmen yodelers, with a week-day morning program. It will be his initial microphone work.

ANN ETTA MAYR, 705 Auditorium Bldg., Los Angeles, has announced a booking office of opera and light opera talent available for sponsored radio programs.

PAUL PIERCE, formerly of KMPC, Beverly Hills, and Marvin Young, from KFI, have both been added to the announcing staff of KRKD, Los Angeles.

DON LOWE, formerly with WBZ, Boston, has joined the announcing staff of WORC, Worcester. Raymont Peat has also been added to the WORC staff. Raymond Girardine has left WORC to join WEEI, Boston.

IN THE CONTROL ROOM

RAY S. LYON, development engineer of WOR, Newark, addressed the Radio Club of America June 8 on the new equipment he has designed for improving the efficiency of programs picked up at points outside the studio. Lyon read a paper on the subject at a meeting in Havenmeyer Hall, Columbia University.

RALPH DuBOIS, chief technician at KVOA, Tucson, Ariz., is building a 5-meter 1-watt portable transmitter to pick up remote features for rebroadcasting.

CHARLES RUSH, first operator at KGER, Long Beach, Cal., on June 1 returned to Los Angeles.

M. W. RIFE, Chicago NBC field engineer supervisor, this month became the father of a six-pound baby boy, John Marshall Rife.

JAMES J. NEAL, assistant traffic manager of the NBC in Chicago, was married this month to Marian Lapham, of Elkhart, Ind.

JACK POPPELE, chief engineer at WOR, Newark, and Vincent Doyle, of the same staff, are watching with interest the launching of two vessels by the Grace Line. Doyle served as radio operator on the old Santa Paula, and Poppele served on the old Santa Elena during the war. Both vessels have been rebuilt.

R. J. ORNER, formerly with DeForest Radio Co., has resigned to join the U. S. Radio & Television Corp., Marion, Ind. K. W. Karvis, formerly with U. S. Radio & Television, has joined Zenith Radio Corp., Chicago, as assistant chief engineer.

R. N. VYVYAN, engineer in chief of the British Marconi Co., well known in the U. S. and Canada, retired from the service of the company May 1, according to an announcement from London. Mr. Vyvyan built the first high power wireless station at Poldhu in 1900, later building a similar station in the U. S. for the first radiotelegraph service with Europe. In 1902 he went to Canada where he served for eight years; during the war he returned to America on a special mission. He will continue to serve the Marconi company as a consultant.

Artists Service Head Names New Assistants

COINCIDENT with the appointment of Frances Rockefeller King to take charge of the recently coordinated Private Entertainment Bureau of NBC and RKO, George Engles, managing director of NBC Artists Service, announced the following appointments to his staff:

William B. Murray, recently of the Judson Radio Program Corporation, in charge of booking popular talent for radio and personal appearances; Marks Levine, of NBC Artists Service, in charge of booking classical talent for concert and operatic engagements for both radio and personal appearances; Ernest Chappell, formerly of WHAM, Rochester, N. Y., and more recently with Adams Broadcasting Service, to act as NBC Artists Service contact man between NBC program and sales departments; Ernest Cutting to act as contact man between NBC Artists Service and Radio-Keith-Orpheum Corp.; Clifford Cairns, manager Artists and Repertoire Division RCA-Victor and his assistant, Joseph Higgins, and their respective staffs, to join NBC Artists Service in charge of recordings and booking dance orchestras.

RMA Elects Officers At Chicago Convention

FRED D. WILLIAMS, president of P. R. Mallory & Co., Inc., of Indianapolis, was elected president of the Radio Manufacturers Association at its eighth annual convention in the latter part of May at Chicago. Other officers elected are as follows:

First vice-president, Harry A. Beach, Stromberg Carlson Telephone Manufacturing Co., Rochester, N. Y.; second vice-president, Meade Brunet, R. C. A. Radiotron Co., Inc., Harrison, N. J.; third vice-president, Leslie F. Muter, Muter Co., Chicago, and treasurer, E. N. Rauland, Rauland Corp., Chicago.

Four new members of the board of directors to serve for three years were elected as follows: W. S. Symington, president of the Colonial Radio Co., Buffalo; S. W. Muldowny, chairman of the board of the National Union Radio Corporation, New York; C. B. Smith, president of the Stewart-Warner Corp., Chicago, and Franklin Hutchinson, president of Kolster Radio, Inc., Newark.

Four resignations from the board and an equal number of replacements were announced. Resignations were accepted from A. L. Walsh of Newark; R. W. Jackson, New York; E. E. Kauer, Providence, R. I., and E. V. Hughes, Peru, Ind. They were replaced by J. M. Spangler, National Carbon Co, New York; J. Clarke Coit, president of the U. S. Radio & Television Corp., Marion, Ind., and past president of the R. M. A.; R. A. O'Connor, president, of Magnavox, Ltd., and Roy Burlew, president of the Kenrad Corporation, Owensboro, Ky.

Bond Geddes was reelected executive vice-president and also elected executive secretary following the resignation last April of Martin F. Flannagan of Chicago. Mr. Geddes will be in charge of both the Chicago and the New York RMA offices. The New York offices will be temporarily closed during the summer months.

John W. Van Allen, of Buffalo, was reelected general counsel of the association and Frank D. Scott, of Washington, was reelected legislative counsel.

New Station Calls

NEWLY authorized stations to which call letters were assigned this month by the Department of Commerce are: KIDW, Lamar, Col., licensed to the Southwest Broadcasting Co., operating KIGW, Colorado Springs, with which it will divide time; WHET, Troy, Ala., licensed to Troy Broadcasting Co., and WHEU, Springfield, Mass., licensed to Albert S. Moffat, theater man of Watertown, Mass. Each is to operate with 100 watts.

FRANK A. ARNOLD, director of development of NBC since its organization in 1926, has been granted a three months leave of absence during which he will complete a new book he is writing on "Radio as a Social Force." He will also prepare a course of 13 lectures to be delivered at City College of New York. Mr. Arnold is author of "Broadcast Advertising, The Fourth Dimension," published last year.

Locals Denied Plea For Cut Schedules

INFORMAL requests from a number of local stations that they be permitted to cut their operating schedules during the summer below the 12-hour per day requirement, particularly in view of depressed local business, have been denied by the Radio Commission. Commissioner Lafount made the motion that stations be permitted to reduce their operating hours until next September, but it lost by a four to one vote.

Many local stations, particularly in rural communities, are suffering real hardship from the full-time schedule requirement, the Commission has been informed, and are being forced to fill in their time with phonograph records. They feel that the Commission should afford them the same kind of treatment it gives educational stations, most of which are allowed to close down entirely from June to September.

Under the rules and regulations effective last February full-time stations are required to maintain a minimum schedule of 12 hours daily. Failing to adhere to such a schedule, they may be reduced, at the Commission's discretion, to part-time.

It is understood that the Commission will act on formal applications independently filed with respect to curtailment of summer operating hours, rather than leave the reductions discretionary with the broadcasters. Under such circumstances, stations are forced to admit their inability to operate full schedule, and, conceivably, this admission may be used against them at future hearings.

Operators' Permits Are Denied Aliens

NEW REGULATIONS restricting radio operators' licenses to American citizens and the operation of amateur stations to holders of amateur licenses have been adopted by the Radio Division of the Department of Commerce. The ban on aliens was brought about by the passage of the Johnson-Davis bill amending the radio act and was effective upon the signing of the measure by President Hoover.

The Johnson-Davis amendment was aimed at relieving the unemployment conditions among American radio operators.

Other regulations, which become effective July 1, were ordered by William D. Terrell, director, because of recent developments. Heretofore holders of commercial licenses have been permitted to operate amateur stations, but the difference between the two classes of stations is now so great that separate licenses are deemed necessary.

Under the new Department of Commerce rules what formerly were called "commercial" licenses will be known as radiotelegraph operator licenses with the exception of the commercial extra first class. The aeronautics, broadcast and radiotelephone classes will be supplanted by radiotelephone first, second and third class licenses.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW ACCOUNTS at WIP-WFAN, Philadelphia: Rumford Chemical Works, Rumford, R. I., (baking powder), cooking school twice weekly through Atherton & Currier; Paramount Packers, (rabbit meat) daily except Sunday; Dexdale Hosiery Mills, Lansdale, Pa., through Aitken-Kynett; American Cone and Pretzel Co., Manitowac, Wis.; Aluminum Manufacturing Co., Manitowac, Wis.; Health Laboratories, Pittsburgh.

WMAQ, CHICAGO, reports the signing of Jantzen Knitting Mills, Portland, Ore., (bathing suits) for a twice-weekly 15-minute series of music and swimming instruction, featuring Norman Ross, diving champion, and Mary Alcott Richardson, placed through Botsford, Constantine & Gardner, Portland. Another new account on WMAQ is H. Fendrich, Evansville, Ind. (Charles Denby cigars), placing a daily 10-minute sports question box by Hal Totten preceding the broadcasting of the baseball games. Account was placed by Mitchell, Faust, Dickson and Wieland, Chicago.

WTMJ, Milwaukee, reports the following new national accounts: Beech-Nut Packing Co., Canajoharie, N. Y., transcription of Chandu, the Magician, daily except Saturday, through McCann-Erickson, Inc., New York; Radio Specialty Co., Milwaukee, (Philco Transitone), special announcements, through F. Wallis Armstrong Co., Chicago; Reliance Manufacturing Company, Chicago, (Big Yank Work Shirts), announcements on Friday, through Carroll Dean Murphy, Inc., Chicago; Globe Union Electric Company, Milwaukee, (batteries), announcements on Tuesday and Saturday, through Klau-Van Pietersom-Dunlap and Associates, Milwaukee.

KVOA, Tucson, Ariz., reports the following new transcription accounts: Quaker State Oil Co., Edna Wallace Hopper (beauty cream), Crazy Crystal Cowboys; Majestic Theater of the Air; Acme Paint & Varnish Co.

NEW ACCOUNTS on WGN, Chicago: The Gordon Baking Co., Chicago, time signals three times a day for six weeks, and the Delatone Co., Chicago, (depilatory) Sunday, 2:15 to 2:30 p. m., 13 weeks. Mary Afflick, of WGN continuity department, will do sales talk for latter.

THOMPSON & TAYLOR, Chicago, is sponsoring a new comedy skit, "Questions and Answers" over KYW, Chicago, at unscheduled periods, featuring Cecil Widdifield and Freddie Van, known as the "Root Beer Boys."

B. F. SCHLESINGER and Sons, of Oakland, Cal., department store, placed an order for over 70 radio programs over stations in the San Francisco Bay district during the week ending June 4. This large order was used to stimulate customer activity during a 53rd Anniversary Sale. This represents the largest weekly order of broadcasting ever placed by an Oakland Mercantile organization. Frank Wright and Associates, Oakland, handled the account.

ADDITIONAL new national accounts on WTMJ, Milwaukee: Thompson and Taylor Co., Chicago, (root beer extract) Question and Answer Men (transcription), daily except Sunday for two weeks and then thrice weekly, through Mason Warner Co., Chicago; Verifine Dairy Products Co., Sheboygan, Wis., (ice cream) announcements, through H. E. Lesan, Inc., New York.

ACCOUNTS reported by WOWO, Fort Wayne, Ind., include: Grandbois Co., Kalamazoo, Mich. (chewing gum); Ferry-Morse Seed Co., Detroit (garden seeds); Willard Tablet Co., Chicago (medicine); West Unity Woolen Mills, West Unity, O. (wholesale wool); Interstate Nursery, Hamburg, Ia.; W. W. Weaver, Reading, Mich. (wholesale furs) and Konjola, Inc., Cincinnati (cold compound and laxative).

WCAU, PHILADELPHIA, reports the following accounts: Ludington Air Lines, Reliance Mfg. Co., Chicago, (men's work shirts); Pendelmar Rabbitry, Inc., Chester, Pa. (rabbit raisers).

ORANGE JULIUS Co., Los Angeles, has signed with KFAC for a series of programs calling attention to the Olympic Games. Besides orchestra and vocalist, consuls of various countries will be heard during the series. Account is handled directly with the station. It was announced that the San Francisco office would probably duplicate the series in the bay district.

NEW ACCOUNTS on WBT, Charlotte, N. C.: General Mills, Milwaukee, Bisquick Band, five times weekly; Philco Phil, studio program sponsored by local Philco distributors; Mayview Manor, resort hotel of Blowing Rock, N. C., half hour weekly. Rumford Baking Powder Co. has renewed to start program in fall. The 150th anniversary presentation of "Majestic Time." sponsored by local Majestic distributors, was broadcast June 5.

NECTO CORP., New York, (liquid yeast) on June 5 starts baseball scores and announcements, daily at 6:30 p. m., EDST, over WAAB, Boston. Harry M. Frost, Boston, handles the account.

LOS ANGELES Brewing Co., (soft drink preparations) has taken time signals over KMTR, Hollywood, through Advertisers, Ltd., agency. This agency, which moved in May from 645 South Mariposa Ave. to 608 South Vermont Ave., Los Angeles, will handle the radio copy for the brewing company in the west.

THE "YOU AND LOU" Shopping Club is a feature on WHBY, Green Bay, Wis. Members of the club are entitled to 10 per cent discounts on all purchases from merchants cooperating, provided they present their membership card at the time of purchase.

ACCOUNTS reported by KTM, Los Angeles, include: Renton Co., Ltd., Pasadena, (hydrocin tablets) through Gunther, Bradford Co., Los Angeles (renewal); Magnolia Deep Rock Water Co., Burbank, Cal., (mineral water distributors) account placed direct; Combination Shaker Co., Los Angeles, (salt-pepper shakers); Majestic refrigerator floating announcements, through Walter Biddick agency, Los Angeles.

NEW CURRENT accounts from KHJ, Los Angeles: Inecto Laboratories, Inc., New York, through New York office of Biow Co.; Jad Salts Co., New York, through World Broadcasting System; Stokely Co., St. Louis, through McElhinney and Associates, St. Louis; Best Foods, Inc., New York, through World Broadcasting System, and Sperry Flour Co., Chicago, from Blackett, Sample and Hummert, Chicago.

UNIVERSAL SONG Service, Hollywood, will use KFVD, Culver City, on a long-term contract with "Cookie" Cohen as blues singer and featuring their published tunes.

LOS ANGELES office of Crazy Water Co., national organization, will use KFAC, in the same city, for the "Crazy Quartet" transcription twice a week. Cheno Products Co., national organization with home office in Los Angeles, will also use KFAC to advertise its reducing remedy. Wakoda Laboratories (health food), through Weinberg agency, Los Angeles, will also take studio time.

WXYZ, DETROIT, is promoting a tour of Europe, running 32 days and all expenses from Detroit and return for $216. Trip is follow-up of trip to Bermuda offered last winter.

MAX FACTOR, Hollywood, (cosmetics) has taken time signals over KMPC, Beverly Hills. Factor has long been in the business, especially for theatrical people, and is reported to be working up a mail order department.

JOHN P. MILLS Organization, San Diego and Los Angeles, will use KRKD, Los Angeles, with a recorded program 15 minutes week days. The firm markets avocado land areas in the southwest.

NEW ACCOUNTS at WDBJ, Roanoke, Va.: Short Lines Bus System, featuring Herndon Slicer; Mick-or-Mack grocery stores; Kroger grocery stores; Ideal Laundry; Norge refrigerator.

NEW ACCOUNTS on WTAG, Worcester, include Florence Stove Co., Gardner, Mass.; Kenslea Trade School, Boston, and Wonder Heat Burner Co., Salem, Mass.

KDYL, Salt Lake City, reports that the Natural Gas Company's radio programs, three quarter-hour periods weekly, resulted in a 300 per cent increase in Natural Gas water heater sales during April of this year over April of 1931—a period when radio was not used. More than 23,000 Natural Gas cook books have been distributed via radio.

NETWORK ACCOUNTS

W. F. YOUNG Co., Springfield, Mass. (Absorbine, Jr.) on June 6 started Whispering Jack and the Humming Birds with Arnold Johnson's orchestra over the NBC-WJZ network, Monday, Wednesday and Thursday, 10:15-10:30 p. m., EDST. Erwin, Wasey & Co., New York, handles the account.

PINEAPPLE ASSOCIATION, Chicago (canned pineapple) on Oct. 4 will begin a weekly series, program yet to be determined, Tuesday, 9-9:30 p.m., EDST, over the NBC-WEAF network and supplementary nets, including NBC-KGO and KFSD and KTAR. J. Walter Thompson Co., Chicago, handles the account.

FOODTOWN KITCHENS, Inc., Chicago (breakfast food) on June 7 and 8 started the "Pops Pirate Club" on a varying evening schedule to NBC-WEAF and supplementary networks and stations. Program tested on WGN, which will also take it though member of CBS network. McJunkin Advertising Agency, Chicago, handles the account.

DUNN & McCARTHY, Inc., Auburn, N. Y. (Enna Jettick shoes) on May 1 renewed the "Enna Jettick Melodies" program on NBC-WJZ, Canadian, supplementary and KGO networks, Sunday, 9-9:15 p.m., EDST. H. C. Goodwin, Inc., Rochester, handles the account.

NATIONAL SUGAR Refining Co., New York (Jack Frost sugar) on June 29 renews the "Melody Moments" program over selected NBC-WJZ network, Wednesday, 8:30-9 p.m., EDST. Gotham Advertising Agency, New York, handles the account.

DAVEY TREE EXPERT Co., Kent, O. (tree surgery) on Dec. 25 will renew the "Davey Tree Program" on the NBC-WEAF network, Sunday, 4:30-5 p.m., EDST. J. Walter Thompson Co., Chicago, handles the account.

MALTED CEREALS Co., Burlington, Vt. (Maltex) on Sept. 9 will start Sam Lloyd, the Puzzle Man, and Neeley's Saxatones on a selected NBC-WEAF network, Tuesday and Friday, 5:45-6 p.m., EDST. Redfield Coupe, Inc., New York, handles the account.

WHEATENA CORP., Rahway, N. J. (Wheatena) on Sept. 11 starts "Wheatena Ville," a dramatic sketch by Raymond Knight, on an NBC-WEAF network, daily except Friday and Saturday, 7:15-7:30 p.m., EDST. McKee & Albright, Philadelphia, handles the account.

GENERAL CIGAR Co., Inc., New York, (Robert Burns cigars) on May 25 renewed Guy Lombardo and his Royal Canadians for 17 weeks, Wednesday, 9 to 9:30 p. m., EDST, over 26 CBS stations. J. Walter Thompson Co., New York, handles the account.

STANDARD BRANDS, Inc., New York, (Chase & Sanborn tea) on June 2 started musical program for 13 weeks, Tuesday and Thursday, 7:45 to 8 p. m., EDST, over 12 CBS stations. J. Walter Thompson Co., New York, handles the account.

GENERAL MILLS, Inc., Minneapolis, (flour) on July 11 starts "Skippy" for a year on 39 CBS stations (two groups), Monday to Saturday, inclusive, 5:30 to 5:45 p. m. and 6:30 to 6:45 p. m., EDST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

BOURJOIS, Inc., New York, (Evening in Paris perfume and cosmetics) on June 20 starts musical program for 9 weeks, Monday, 9:30 to 9:45 p. m., EDST, over 18 CBS stations. Also signed for 40-week contract, Monday, 9:30 to 10 p. m., EDST, over 33 CBS stations, beginning Sept. 12. Redfield-Coupe, Inc., New York, handles the account.

TALLANT TUBBS, candidate for U. S. Senator, San Francisco, on June 1 began series of political talks over KGO, San Francisco, and KFI, Los Angeles, Wednesday, 6:45 to 7 p. m., PST, through August 24. D'Evelyn & Wadsworth, San Francisco, handles the account.

THE WANDER Co., Chicago (Ovaltine) on June 6 renewed "Little Orphan Annie" daily except Sunday on 5 NBC-KGO stations, 8:15-8:30 a.m., PST. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

CALIFORNIA FRUIT GROWERS Association, Sacramento, Cal., on July 4 starts Emily MacKenzie, soprano, George Wheeler, tenor, and orchestra over WNAC, Boston, and the Yankee Network, Monday, Wednesday and Saturday, 10:15 to 10:30 a. m., EDST. Lord & Thomas & Logan, New York, handles the account.

KELLOGG Co., Battle Creek, Mich., (cereals) on May 4 renewed the "Singing Lady" over NBC-WJZ network, daily except Saturday and Sunday, 5:30 and 7:00 p. m., EDST, and 6:15 p. m., EST, after Sept. 26. N. W. Ayer & Son, Inc., New York, handles the account.

SWIFT & Co., Chicago, (meats, butter, eggs) on May 2 renewed "The Stebbins Boys" over NBC-WJZ network, daily except Saturday and Sunday, 7:30 to 7:45 p. m., EDST. J. Walter Thompson & Co., Chicago, handles the account.

SUN OIL Co., Philadelphia, on June 13 started Lowell Thomas in news broadcasts over NBC-WJZ network, daily except Saturday and Sunday, 6:45 to 7 p. m., EDST. Williams & Cunnyngham, Inc., Philadelphia, handles the account.

WESTINGHOUSE E. & M. Co., Pittsburgh, (household appliances) on June 27 starts songs and patter with Al Cameron and Pete Bontesema Monday, Wednesday and Friday, over NBC-WJZ network and Tuesday and Thursday over NBC-WEAF, both 12:45 to 1 p. m., EDST. Fuller and Smith and Ross, New York, handles the account.

PORTO RICAN-American Tobacco Co., Newark, N. J., (cigars) on Oct. 1 will start Ohman and Arden, orchestra, Gus Van and Pickens Sisters over NBC-WJZ network, Saturday, 9 to 9:30 p. m., EST. Federal Advertising Agency, New York, handles the account.

GENERAL FOODS Corp., New York, on July 1 renews Maxwell House Tune Blenders over NBC-WEAF network, Monday, Wednesday and Friday, 7:30 to 7:45 p. m., and 11:15 to 11:30 p. m., EDST. Benton & Bowles, New York, handles the account.

STANCO, Inc., New York, (Flit. Mistol. Trim, Nujol, Daggett and Ramsdells) on Jan. 4. 1933. renews "Big Time" over NBC-WEAF network, Wednesday, 8 to 8:30 p. m., EDST. McCann, Erickson. Inc., New York, handles the account.

PEPSODENT Co., Chicago, (toothpaste) on July 13 renews "The Rise of the Goldbergs" over NBC-WEAF network, daily except Sunday, 7:45 to 8 p. m., EDST. Lord & Thomas & Logan, Chicago, handles the account.

CREAM OF WHEAT Corp., Minneapolis, (breakfast food) on Sept. 26 renews "Jolly Bill and Jane" over NBC-WJZ network, 7:45 to 8 a. m. and 8:45 to 9 a. m., EDST. J. Walter Thompson Co., Chicago, handles the account.

LAMBERT PHARMACAL Co., New York, (Listerine and Listerine tooth paste) on June 20 starts over NBC-WJZ network "The Country Doctor" with Phillips Lord daily except Saturday and Sunday, 10 to 10:15 p. m., EDST. Lambert & Feasley, Inc., New York, handles the account.

STANDARD OIL Co. of California, San Francisco, on Sept. 15 will start radio class in symphony music over 6 stations of NBC-KGO network and KPO, Thursday, 11 to 11:45 a. m., PST. Also on Sept. 1 starts the Standard Symphony Hour over 5 stations of NBC-KGO network, Thursday, 8:15 to 9:15 p. m., EST. McCann-Erickson, Inc., San Francisco, handles both accounts.

STERLING PRODUCTS Co., Inc., Wheeling, W. Va., (variety of pharmecutical products) on June 14 renewed Abe Lyman and his orchestra over CBS, Tuesday, Thursday and Saturday until July 5, then Tuesday and Thursday only, 8:15 to 8:30 p. m., EDST. Blackett - Sample - Hummert, Inc., Chicago, handles the account.

DIPLOMAT PRODUCTS Co., New York, (household products) on June 8 started "Banjo Bill" over CBS Wednesday, 8:45 to 9 a. m., EDST. Paris & Peart, New York, handles the account.

BARBARA GOULD, New York, (cosmetics) on July 7 starts beauty talks for 7 weeks, Thursday, 10:45 to 11 a. m., EDST, over 19 CBS stations. Also signed for 40 weeks, beginning Sept. 15, same time, over 30 stations. Redfield-Coupe, Inc., New York, handles the account.

DURKEE FAMOUS FOODS, Inc., Berkeley, Cal., on June 2 started "Famous Foods Parade" on 4 NBC-KGO stations, Tuesday and Thursday, 7:45 to 8 p. m., PST. Leon Livingston, Inc., San Francisco, handles the account.

RENEWAL of contracts presenting Ruth Etting, The Boswell Sisters, Alex Gray, Norman Brokenshire and Nat Shilkret's Orchestra in "Music That Satisfies" over the CBS network is announced by the Liggett and Myers Tobacco Co. The series, offered every night except Sunday at 10 p. m., EDST, will retain its current schedule.

PROSPECTS

INTERNATIONAL OIL HEATING Co., St. Louis, (oil burners) will make up its lists during June and July, using radio along with other media. Lloyd & Hill, Inc., St. Louis, places the advertising. Annual appropriation is $200,000.

RADIO will be used with other media by the Hecker-H-O Co., Buffalo (cereals) which makes up its lists during July. Winston H. Thornburg is advertising manager. Gotham Advertising Co., New York, handles the account.

OLD MISSION Laboratories, Pasadena, Cal., (health products), will use KFVD, Culver City, for a test campaign. Numa Laboratories, health preparations, Los Angeles, will use the same station for a similar campaign.

WILLIAM G. BELL Co., Boston, (Bell's poultry seasoning) is making up schedules during June for a radio campaign to be conducted by the Boston office of N. W. Ayer & Son.

SCOTT & BOWNE, Bloomfield, N. J., (Scott's Emulsion) is planning a new radio campaign to be handled by N. W. Ayer & Son, New York.

NEWSPAPERS and radio will be used by the Checker Taxi Company, Boston. The account has been placed with Dorrance, Kenyon & Co., of the same city.

TRANSCRIPTIONS

BYERS RECORDING Laboratories announce the removal of their recording studios from Woodside, L. I., to more spacious quarters in the Goodrich Building at Broadway and 58th St., New York. The studios are expected to be completely equipped by July 1. The Byers firm is affiliated with Scott Howe Bowen, Inc., New York.

SCOTT HOWE BOWEN, Inc., New York, has secured WSB, Atlanta; WSM, Nashville, and WRVA, Richmond, as additional outlets for the Beech-Nut Packing Company's "Chandu" transcription programs beginning in September. Approximately 50,000 requests for conjuring tricks were received by the sponsors after the offer was put on the air over six eastern stations. Each request had to be accompanied by a label from a Beech-Nut Coffee package.

AMERICAN BROADCASTING SYSTEM has been formed in San Francisco to produce transcriptions as well as to handle radio advertising and periodical tieins. H. E. Ingram is president of the concern; Hale H. Luff, vice-president, and Joseph G. Murphey, secretary-treasurer.

RALADAM Co., Detroit, (Marmola tablets) will place a 13-week campaign with 5-minute transcriptions this summer over about 25 stations. The program is a dramatic skit with music. A. T. Sears & Son, Chicago, is placing the account. Agency is Critchfield & Co., Chicago.

AGENCIES AND REPRESENTATIVES

AFFILIATED BROADCASTERS Association has opened a New York office at 60 East 42nd Street to act as specialized sales representative for a few non-competing radio stations. R. Stuart is managing director.

ADVERTISERS, Ltd, 808 S. Vermont Ave., Los Angeles, will handle radio accounts for Russia Tone Laboratories (hair preparations). Initial radio outlets will be KMTR, Hollywood, and KRKD, Los Angeles. Home office of producers will be located at 524 So. Spring St., Los Angeles, with expectation of national distribution later.

SAN FRANCISCO office of Scott Howe Bowen, Inc., has announced a list of stations that have recently turned their exclusive coast representation over to the organization: KIDO, Boise, Idaho; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KORE, Eugene, Ore.; KFJI, Klamath Falls, Ore.; KOOS, Marshfield, Ore.; KMED, Medford, Ore.; KLO, Ogden, Utah; KSL, Salt Lake City; KXRO, Aberdeen, Wash.; KHQ, Spokane, Wash.; KUJ, Walla Walla, Wash., and KIT, Yakima, Wash.

PACIFIC coast office for the World Broadcasting System, Inc., of New York, has been established at 1040 North Las Palmas Ave., Hollywood, with R. W. Campbell, new Coast manager, in charge.

LOS ANGELES office of Advertisers, Inc., with main office in Detroit, handling Chrysler Motor Co. and other accounts, has moved from Standard Oil Building to the Bendix Building. Al Weeks, of the Detroit office, was in Los Angeles late in May and early in June in connection with the CBS "Ziegfeld Follies of the Air" program.

BERT PHILLIPS and Associates, conducting a radio brokerage and agency office, has moved to new quarters at 1220 South Harvard Blvd., Los Angeles.

JACK LEICHTER, conducting his own radio agency in Los Angeles, handling an account which has recently featured Lew Cody, Vivien Duncan and others, has closed the office and will be an account executive with the California Advertising Agency, 257 So. Spring St., Los Angeles.

EDWARD CHURCH, account man with the Glasser Agency, Los Angeles, has opened his own agency at 337½ South Central Ave. for radio and general accounts. At one time he was with Roy Alden and Associates.

GEORGE H. FIELD, formerly secretary-treasurer of the Manhattan Broadcasting System, has established his own offices as radio station representative at 60 East 42nd St., New York.

EDWARD S. HARVEY, formerly account executive with Rudolph Guenther-Russ Law, Inc., has joined the Wales Advertising Co., New York, as account executive in charge of the radio department.

EQUIPMENT

DOOLITTLE & FALKNOR, Inc., Chicago, have contracted with the following stations for frequency monitor installations: KLV, WDBO, WGBI, WKJC, KGCX, WLVA, WCAJ, WCBA, WQDM, KLPM, WPAD, KFJI, KVOA, WBAX, WJBW, WIL, KWJJ, KFBL, KGIX, WLAP, KSOO, KFLV, KNOW, KGCU, KMJ, KOH, KFBK, KWG, KERN and WHBQ.

RCA VICTOR Co., Camden, N. J., reports the installation of its Type 1-C transmitters at WWNC, Ashville, N. C.; WEVD, New York; KMPC, Beverly Hills, Cal.; WEEU, Reading. Additional Type 1-C transmitters will shortly be installed at WBEN, Buffalo, and WRC, Washington. Work on the WWL, New Orleans, 10-kw. transmitter will begin in the next few weeks. WWSW, Pittsburgh, has ordered one of the new type 250-w. RCA Victor transmitters. This will be the second of these to be installed, the first going to WPEN, Philadelphia.

RCA VICTOR frequency control equipment is now being installed in WJR, KGA, WENR, WRC, KJR, KEX, WCOD, WHA, WSMB, KPRC, KTLC, WJDX, KID and KCMC. Stations from which orders have been received for RCA Victor frequency monitors are: KYA, WCAU, WGAR, WENR, WSM, WBT, KFAB, WCFL, WCAM, KFNF, WPFB, KGBZ, WJMS, WJTL, WRAX, WCOD, KFYR, WDAS, WCOC, WSBT, WOWO, WCRW, WMCA, KFI, KFOR, WSJS, WPCH, KVOS, KJR, WFAB, WFBE, WRC, WWL, KGKL, KLRA, WOAX, KFEQ, WBAK, WILL, WEVD, WHA, WTAW. KFXM, KMTR, KDLR, WDEL, WQDX, KWCR, WGL, KRMD, WCDA, WODA, KSOO, WLBG, WLBL, KPQ, KEX, WPEN, KGGC, WTAM, WWNC, KGIR, KID, WEBC, KMPC, WCKY, WTAX, WEEU, KPO, WBRE, WORC, KGIX, WSUI, WIBA, WJAK, KSO, WAAW, KCMC, KICK, WFAA, WLBZ, WKBN, WSYB, WREC, KGA, WCAD, WEAF, KGDM, WJR, WFI, WHAD, WSMB, KGER, WQBC, KPPC, WRAW, KFKA, WTIC, KGHF, KFVD, KFVS, KGBX, WFAM, WGH, WBBC, WNBR, WHBL, KRGU, WOAI, KXA and WBEN.

WMCA, NEW YORK, dedicated its new control system June 5. Installed at a cost of $30,000, the system includes automatic control connections with 30 points in New York as well as automatic controls inter-connecting nine WMCA studios. The new transmitter of WMCA will soon be under construction at College Point Causeway, Flushing, L. I. The building has been designed by Lockwood Greene, Inc., and the contract has been let to Julius Auserehl, Inc. The main building will have a large laboratory and apartments for the engineers. Two 300-foot insulated towers will serve as antennae.

JOSEPH F. COOK, formerly of the RCA-Victor Co., Boston, now heads the production activities of the Dubilier Condenser Corp., New York. Dubilier condensers are being used throughout in the installation of the several 50 kw. Western Electric broadcast transmitters over the country, according to an announcement by the engineer department.

SANABRIA TELEVISION Co., Chicago, is conducting demonstrations of its large-screen images in department stores throughout the country. Thus far its two units on the road have "played" the Boston and Sears, Roebuck stores, Chicago; Stix, Baer and Fuller, St. Louis; Gimbel Bros., Philadelphia; May Store, Cleveland; O'Neil Co., Akron; Gimbels, Milwaukee, and Hahne's, Newark. Other cities scheduled are Detroit and Washington, and one unit will shortly be sent to the Pacific Coast.

STATION NOTES

WBT, CHARLOTTE, N. C., will begin operation of its new 50 kw. transmitter early in July.

HARRY R. LUBCKE, director of television for the Don Lee Broadcasting System, recently conducted a highly successful experiment of receiving a motion picture via television on a tri-motored Fokker airplane a mile above Los Angeles. The achievement, hailed as a significant development in the visual experimental field, was accomplished by means of a receiver designed by Lubcke. The device incorporates certain basic patents on scanning and synchronizing and is able to operate without reliance on the city electric light mains.

WSM, NASHVILLE, Tenn., will shortly have the tallest antenna system in North America, according to Harry L. Stone, acting director. Purchased through the Nashville office of the Graybar Electric Co., the antenna is the latest improvement in the transmission field and is expected to effect even distribution of signal strength in all directions. Installation of the shaft will not be completed before Sept. 1, but the station will begin operating on 50 kw. power the latter part of this month or the first of July.

WBEN, BUFFALO, is preparing to install a new 1 kw. transmitter in accordance with authority granted by the Radio Commission. Standard RCA equipment will be used throughout. Ralph J. Kingsley, chief engineer of WBEN, is in charge of installation.

NICHOLS & WARRINNER, Inc., operators of station KFOX, Long Beach, Cal., has severed contractual relations with the Hancock Oil Co., under which name the station has been known for the past five years. Temporarily, following the termination of the contract, June 15, the station will be known simply at the Nichols & Warriner station, pending completion of one of several deals for the station's name.

WNAC and WAAB, Yankee network stations at Boston, were silent for nearly two hours on May 25 when a U. S. government station picked up what turned out to be a fake SOS call from the mail plane catapulted from the liner Europa.

WDBJ, ROANOKE, Va., celebrated its eighth anniversary in May with the installation of new studio equipment, Western Electric transcription devices and Western Electric dynamic microphones.

WLS, CHICAGO, came to the assistance of the managers of the Chicago Century of Progress Exposition recently in locating a yoke of oxen for use in breaking ground for the World's Fair agricultural building. One broadcast brought offers of 30 yoke of oxen.

THE NEW home of WCAU, Philadelphia, at 1622 Chestnut Street, will be completed in September.

KGER, LONG BEACH, Cal., is reported about to install a remote line to the Bendix Bldg., Los Angeles, to get into the metropolitan area. KFOX, also Long Beach, had previously run a line to the Tec-Art studios in Los Angeles but later abandoned the remote.

PROGRAM NOTES

STATION IOU, a sustaining feature on WGAR, Cleveland, has been graduated to the NBC-KGO network and may be heard each Tuesday from 9 to 9:30 p. m., PST. It is a burlesque program presented by Graves Knight and Vick Knight.

UNDER the title of "The Man in the Street," WOR, Newark, will present brief talks this summer by a variety of average persons on whatever they wish. The program will be offered three time a week in ten-minute periods.

THE THREE leading stations in Florida — WDBO, Orlando; WQAM, Miami; WDAE, Tampa—have been hooked up for the summer to enable political candidates to reach all parts of the state in a single broadcast. Programs may originate at any one of the stations.

MORE THAN 18,000 women have been enrolled in the "Breakfast Club" by KDYL, Salt Lake City. The household program is heard daily between 9 and 10 a. m.

THE CRACKER BARREL Congress, a rural serial, is now being presented nightly except Sunday over KMPC, Beverly Hills, Cal. Welcometown, a mythical down east village, is the locale and the principal characters are Elmer Doolittle, the village constable, station agent, president of the congress and general all-round pest, and Zeb Martin, the store keeper, who has more accounts "on tick" than any other storekeeper in the world and who also boasts that he keeps everything from a tack to a tractor. The male characters are all portrayed by Hunter Keasey and Hal Price, originators of the series.

A SERIES of experimental half-hour radio dramas was started by CBS on June 12 under the direction of Don Clark, continuity chief, and will be offered each Sunday at 8 p. m., EDST, for 12 weeks. The initial production was a trick adaptation of Frank R. Stockton's famous short story, "The Lady and the Tiger." The purpose of the dramas, it is explained, is to achieve a new realism and a widened scope for the radio dramatics.

ANOTHER local program which has been graduated to the networks is "The Corn Cob Pipe Club of Virginia," a program of barnyard music and male quartet harmonies, broadcast from WRVA, Richmond, Va., over the NBC-WEAF network, Wednesday, 10:30 p. m., EDST.

THE ART of knitting is being revived over WGN, Chicago, in "The Knitting Guild," heard five days a week at 2:30 p. m. Mrs. Mary Laura Simpson is the teacher.

Better Business Bureau Elects New President

R. P. CLAYBERGER, treasurer of Calkins & Holden, New York agency, was elected president of the National Better Business Bureau, Inc., at a meeting early in June of the board of directors, which includes George McClelland, vice president and general manager of NBC, and I. E. Lambert, vice president and general counsel of RCA Victor. Mr. Clayberger succeeds Alfred C. Fuller, president of Fuller Brush Co., who continues on the board. Ellery W. Mann, president of Zonite Products Corp., New York, was elected secretary-treasurer.

Premier Praises CKOK

PRIME MINISTER Bennett of Canada paid tribute to the "enterprize and initiative" of the builders and operators of CKOK, new station at Windsor, Ontario, a CBS outlet, speaking before its microphone or the occasion of the official opening May 31. The station should do much, the prime minister said, in "fostering international understanding and in promoting international knowledge" because of its location.

FREQUENCY MEASURING SERVICE

Accurate measurements of your station frequency when you need them most.

Do you comply with General Order 116?

JUNE 22 WILL SOON BE HERE.

R. C. A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

WLBW Removal to Erie, Reassignment Approved; Cogley Will Be Manager

Mr. Cogley

VOLUNTARY assignment of the license of WLBW, Oil City, Pa., by the Radio Wire Program Corporation of America to Broadcasters of Pennsylvania, Inc., and removal of the station to Erie, with regular day power of 1 kw. and night power of 500 watts, was authorized by the Radio Commission June 3. The station is a CBS outlet.

Simultaneously, it was announced by the new licensees that Eugene V. Cogley, assistant managing director of the NAB and former assistant engineer of the Commission, has been elected president of the corporation and will be general manager of the station. Mr. Cogley is a native of Erie. Associated with him in the new enterprise are a group of leading Erie citizens.

The Commission action was taken without a hearing under the provisions of the rules which permit such grants conditionally for a 20-day period.

MRS. CAROLINE ANNA SCHUETTE, mother of Oswald F. Schuette, special representative of the NAB on copyright matters, died at St. Joseph's Hospital, Chicago, June 4, following a lingering illness. She was 76 years of age.

NAB to Stage Program At Advertisers' Meeting

BROADCASTERS have been invited among others to attend the open sessions of the 28th annual convention of the American Federation of Advertisers to be held in the Waldorf-Astoria Hotel, New York, June 19-23. On Tuesday morning and afternoon, June 21, a program arranged by the NAB will be devoted to radio advertising, program production and station management. H. K. Carpenter, WPTF, Raleigh, N. C., heads the NAB committee in charge of arrangements.

Speakers will include Roy Witmer, NBC vice president in charge of sales; Paul Keston, CBS director of sales promotion; Leslie G. Smith, advertising manager, Standard Oil Co. of Ohio; Howard Angus, Batten, Barton, Durstine & Osborn; Linus Travers, production director, Yankee Network; Harry Howelett, commercial manager, WHK, Cleveland; and J. Thomas Lyons, WCAO, Baltimore.

Amos 'n' Andy Visit

FREEMAN GOSDEN and Charles Correll (Amos 'n' Andy) spent the week of June 6 in Washington as guests of Frank M. Russell, NBC vice president. Their regular broadcasts were carried on schedule from the studios of WRC, with Bill Hay announcing from Chicago. During their stay they made several fishing trips to nearby points with Lawrence Richey, secretary to President Hoover.

The UNION MUTUAL LIFE *and* RADIO •

EVERYONE frankly acknowledges that the back bone of economic security for the American family is legal reserve life insurance.

Never before have its benefits and advantages been in greater need and demand.

Swift and straight as a rifle shot the 57 electrical transcription programs of the Union Mutual Life enter the homes— the minds— and hearts of millions of Radio listeners—leading the way to greater life insurance value through the medium of a direct, non-agency, non-medical life insurance service. Brief announcements of surprising effectiveness, coupled with musical entertainment of finest character, and recorded by Nationally famous artists feature the marvelously appealing Union Mutual Life programs through which the mightiest of all forces for human welfare—legal reserve life insurance—reaches out to extend the usefulness of its service by mass contact through Radio.

Correspondence is solicited from Stations desiring to carry this feature.

■

UNION MUTUAL LIFE COMPANY OF IOWA
TEACHOUT BUILDING • DES MOINES

Limit Advertising on the Air? Some Agency Views . . .

(*Continued from page 12*)

unprofitable and soon terminates. Here is the natural safeguard against over-advertising . . . The millions upon millions of letters emanating from the radio audience would indicate a satisfied state of mind. We are perfectly aware that there are a number of listeners who have registered objections. We believe, however, that these people belong to a class known as 'ready letter writers'. It is also obvious that there has been considerable propaganda against radio emanating from competitive interests . . . The fact that radio has proved itself a successful selling advertising medium should be something to rejoice over."

PRESENT METHOD BEST

Fitzgerald Advertising Agency, Inc., New Orleans, by J. L. Killeen—"We are convinced that the present American method of handling radio broadcasting is the best. It is in accord with American traditions of freedom. We are absolutely against complete government regulation of programs. We are certain the American people will not stand for its government picking out its entertainment and educational features over the air."

SOME ONE MUST PAY

Richard A. Foley Advertising Agency, Inc., Philadelphia, by Charles H. Eyles—"It is certainly not practical or satisfactory . . . Someone must pay the cost of broadcasting and the most satisfactory way (and we believe the most acceptable from the public standpoint) is for the advertiser to assume this burden. In return, it seems logical that the public would extend to the advertiser the 'privilege' or 'courtesy' of approximately 10 per cent of the time for advertising. This latter, if controlled by the stations, surely would not be objectionable."

WOULD LIMIT TIME

Charles Daniel Frey Co., Chicago, by L. F. Triggs—"If only the announcement of sponsorship is allowed . . . there would be practically no programs heard on the air, except a handful of commercial programs on the networks and with the rest of the time taken up by sustaining programs. About the only thing the Commission can do to improve the situation is to limit the number of minutes and seconds which may be consumed by a commercial announcement. This will force the continuity writer to tell his story in cogent terms and may perhaps make him a better continuity writer in spite of himself . . . I should say that it would be fair to limit the commercial credit to two minutes or less for a half hour or quarter hour program and with a limit of perhaps three and a half minutes or four minutes on a one hour program."

ENTIRELY IMPRACTICABLE

Gamble & Co., Ltd., Chicago, by A. N. Thiemann—"It would be entirely impracticable . . . Mere name publicity of a corporation or person is virtually valueless, particularly if no mention is made of the product merchandised . . . We feel that radio advertisers, the networks, and local stations, under the altogether common-sense restrictions already imposed by your Commission, are well able to determine alone the policies to be followed in relation to the length of advertising messages on the radio."

TAXES FOR SUPPORT

Gardner Advertising Co., New York, by Richard C. Kroeger — "Wholly contrary to the spirit of American business competition. Were such a policy put in force we can conceive of the bulk of advertisers withdrawing their financial support of radio—that is, turning their radio advertising appropriations into other advertising channels, and thus throwing the burden on the stations or chains. Naturally these stations could not carry such a burden, i.e., putting out expensive programs day and night—without taxing the radio audience."

COMPARED WITH PUBLICATIONS

The Geyer Co., Dayton, by W. J. Shine, media director—"So far as commercial programs are concerned, radio is merely another medium for advertising comparable with magazine, newspaper, outdoor, direct mail and other recognized media. A recent analysis of several magazines discloses that 50 to 60 per cent of the total number of pages were advertising pages and the remainder of the publication—editorial content of educational or entertainment nature. On a commercial radio program only 10 to 15 per cent of the total time paid for by the advertiser is used for commercial announcements and the remainder of the program is given over entirely to entertainment."

TOO MUCH BLATHER

Gotham Advertising Co., New York, by W. G. Hildebrant, president—"We do not believe it would be either practical or satisfactory . . . for the very simple reason that the advertiser would not secure sufficient dollars and cents value to justify their paying for the program . . . You ask . . . why there is such a great amount of sales talk . . . Our answer is that we think it is largely because most of the programs on the air are stupid, and the advertisers and advertising agencies sponsoring them expect people to listen to a lot of blather about their products. Most of us know that people do not want to listen to it . . . An advertiser may think that he wants to devote a great percentage of his time to 'talking shop' but he will soon learn that he shouldn't because the public, whose favor he wants, won't stand for it."

TRADE FOLLOWS FLAG

Finley H. Greene Advertising Agency, Buffalo, by F. H. Greene—"In very few cases do we believe that too much sales talk remains in any radio program over an extended period of broadcasting. This for the simple reason that the popularity of any program may be seriously affected by the volume of advertising injected. This is another case where trade follows the flag very closely . . . The public really wants information regarding the product being advertised, but you are right in contending that the amount of time that can be devoted to this advertising interlude must be limited or the radio audience will walk out on the advertiser."

AN UNNECESSARY MOVE

Hamman-Lesan Co., San Francisco, by Norman B. Stern, vice president—"Will not the question of commercial credits on radio programs be solved by the public without the necessity of any legislative regulation? . . . As the experience, technique and art of broadcasting progresses, this question should be automatically ironed out by the approval or disapproval of the public. Any regulation, at this time, would seem to be an unnecessary move to control or direct a part of broadcasting which the public, itself, will automatically control or direct by the simple action of dialing out if it does not approve."

25 TO 50 WORDS

Hanak, Klein & Leahy, San Francisco, by W. Vincent Leahy—"We believe that lengthy copy and exaggerated claims are harmful. Far-seeing advertising executives realize that ill will rather than good follows undesirable sales propaganda. Unless an advertiser can afford to use several forms of publicity it is impossible for him to profit by radio unless he is free to give some description of his wares . . . Generally speaking, we believe an intelligent message can be conveyed in 25 to 50 words. We question very much whether those who are now using radio would find it profitable to spend large sums of money for mere sponsorship mention. Ill-advised advertisers are responsible for excessive and exaggerated sales talk. Ofttimes they count only the immediate cost of a program."

END OF SPONSORSHIP

Hanff-Metzger, Inc., Los Angeles, by F. M. Jordan—"It is very unsatisfactory to sponsors—would almost eliminate sponsored programs."

MAJORITY FOR PRESENT SCHEME

Hays McFarland & Co., Chicago, by Hays McFarland—"If the broadcasting is to show a profit, the sponsor must be permitted to interject some selling material, but the selling talk must be of a nature that not only does not offend the listening audience but rather excites their interest and wins their approval for the product advertised . . . There has been a great deal of careless thinking, talking and writing on the part of critics of present day practices in radio broadcasting in the United States. But there is one inescapable fact; if the great majority of the American public did not approve of and listen to present day radio broadcasting, it would not be the economical and efficient advertising medium that it has proven itself to be."

MUST SELL GOODS

Henri, Hurst & McDonald, Inc., Chicago, by J. F. Hurst—"If commercial broadcasting is to be fostered and continued on the same high plane of the present, the use of commercial announcements aside from sponsorship announcements must be permitted to advertisers . . . Our primary obligation to the client is to sell merchandise. We believe that without commercial announcements the radio program would be of little value to advertisers."

WOULD LIMIT WORDS

Hommann, Tarcher & Sheldon, Inc., New York, by J. D. Tarcher—"If advertisers are permitted to announce only their sponsorship of a program, I am convinced that at least 75 per cent of the radio programs will disappear from the air. The advertiser regards his radio program, not as a charity or as a service to the public, but depends upon it to convey his selling message. Unless he is permitted to convey that message he will, in my estimation, desert radio for magazines, newspapers and other such forms as will permit him to convey his message . . . The only effective remedy I have any faith in would be the establishment of a specific number of commercial words permitted to each 15-minutes of broadcasting. Such a restriction on the advertiser might be enforced by the broadcasting stations themselves or by mutual agreement among all radio advertisers."

WOULD ESCHEW RADIO

McCann - Erickson, Inc., New York, by H. K. McCann—"It would so reduce the advertising value of radio that advertisers would transfer their advertising to other mediums, where they can tell their product stories freely . . . Somebody must pay . . . That somebody is the public. The public can pay either: (1) by the present system of buying the merchandise of the commercial sponsor; or (2) by taxation. We believe the public will always prefer the former method as it savors of voluntary, not forced, support. We have too much taxation now . . . We know of no radio program which contains as great a proportion of advertising to entertainment as any one of the leading newspapers or magazines of this country. Yet we hear no agitation to eliminate the advertising in these publications. To do so would mean the elimination of the publication itself, for practically no mass publication could live today without the advertising revenue which reduces its cost to the level of the mass purse . . . That little switch on the radio set is the world's best regulator of commercial sponsorship . . . I am confident that if our advertising sponsors are legislated off the air, and the public obliged to depend for its radio entertainment on the amount and quality that the stations could afford to supply without advertising support, there would be a wave of public criticism against such action that would be most embarrassing to those responsible for it."

MUST GET RETURN

McKee & Albright, Philadelphia, by Roy J. McKee—"It is obvious that the radio advertiser must get a satisfactory return in sales for his expenditure in radio broadcasting. We are convinced that 'only the announcement of sponsorship' would not bring this return. Further, we are convinced that it is not 'the amount of sales talk which is injected into radio programs' that is open to criticism, but rather the way in which it is presented."

INTERESTING AND BRIEF

Martin-Pilling-Shaw, Philadelphia, by A. L. Martin, president—"The American public is receiving free of charge the finest radio entertainment the world has to offer . . . And such entertainment can be given by the sponsors only because of its advertising features . . . We believe that radio cannot be judged by the majority of small, local, commercial stations. It is like comparing the worst form of yellow journalism with such publications as the NEW YORK TIMES, or the CHICAGO TRIBUNE. . . We try to make the advertising part of each continuity as interesting and as brief as possible. Our limit is one minute and a half, or 90 seconds, out of every 15 minutes of time on the air, and rarely do any of our clients care to extend this limit . . . If any restriction is placed upon sponsors by the Commission, we believe that the Commission should suggest a maximum of time in each 15 minutes that a sponsor can use for broadcasting his product."

LISTENERS WON'T OBJECT

Matteson - Fogerty - Jordan Co., Chicago, by Thomas W. Davis—"It should be brought down to a minimum, but it is absolutely impossible to eliminate it to such an extent as to merely mention a firm's name . . . You, of course, appreciate the fact that an advertiser who goes on the air with a large chain broadcast is doing so at considerable expense. He, therefore, must receive some commercial value from the program, otherwise he could not afford to put it on, and if his advertising is handled properly, I don't believe the listening audience will have any objection whatsoever."

DECIDED AUTOMATICALLY

J. P. Muller & Co., New York, by J. P. Muller, president—"How much and what kind of advertising should accompany radio entertainment is automatic. The minute the advertiser goes too far, he begins to lose his listening audience. Undoubtedly some advertisers are making this mistake . . . But to go to the extreme of limiting all mention of the advertiser or his product to the bare announcement of sponsorship, will greatly limit the value of radio advertising to its sponsors, and would, unquestionably, result in a decline of quality in radio programs."

THREE-FOURTHS WOULD QUIT

Newell-Emmett Co., Inc., New York, by William Reydel, vice president—"It is my personal opinion that the fundamental problem here is whether or not a medium of public entertainment, such as radio is, should be financed by advertisers whose job, after all, is to see that their own product is marketed successfully at a reasonable profit . . . I doubt very much whether it (radio advertising) is offensive to the great mass of people throughout the country . . . As for fixing it by reducing the amount of commercial content, this might be possible if some really constructive means of censorship were established. I do not believe, however, that this will be accomplished by any form of government supervision . . . Answering the specific question you raise as to whether it would be practicable and satisfactory to permit only the announcement of sponsorship of programs, personally, I believe it would be except that I feel very definitely that if this were put into force, probably three-fourths of the present users of radio would stop their programs at the expiration of existing contracts."

LET PUBLIC BE JUDGE

Pedlar & Ryan, Inc., New York, by David F. Crosier—"I am firmly convinced that the elimination of such (advertising) evils is in no sense a matter of judicial regulation. The listening public can and will decide the issue . . . I heartily disapprove of government regulation of radio programs, and I believe that the permitting of only the announcements of sponsorship would be a serious blow to the industry. Too few businesses can profit from name publicity and nothing more. Let the public be the judges of how much more!"

Wire Hookup Costs

WIRE line charges to the A. T. & T. paid by NBC and CBS during 1931, exclusive of charges paid by affiliated stations, aggregated approximately $4,765,000, the Radio Commission informed the Senate in its report on the Couzens-Dill resolution. NBC paid $2,799,916.71 and CBS $1,964,655.68.

FOR PRESENT PRACTICE

John O. Powers Co., New York, by Robert W. Powers—"We wish to go on record as favoring the present practice of permitting announcements of interest to the public which have commercial sponsorship, instead of any cut and dried announcements of sponsorship or availability of products advertised . . . We believe it is entirely proper to give a complete exposition of the product and its benefits to the public, whether along the lines of health, lightening the burdens in the home, or giving additional enjoyment . . . Any regulation which would limit broadcasting announcements to mere sponsorship and statement of the name of the product would cause a majority of advertisers to look elsewhere for channels of acquainting people with their merchandise."

WOULD LEAVE RADIO

Frank Presbrey Co., New York, by Frank Presbrey—"If the announcement of sponsorship only is permitted I am satisfied that every one of the accounts we are now running would be discontinued. It is the sales talk in radio programs which warrants concerns spending the money for radio services and talent. If they should be limited to simply giving the sponsorship it would, I am convinced, ruin the industry."

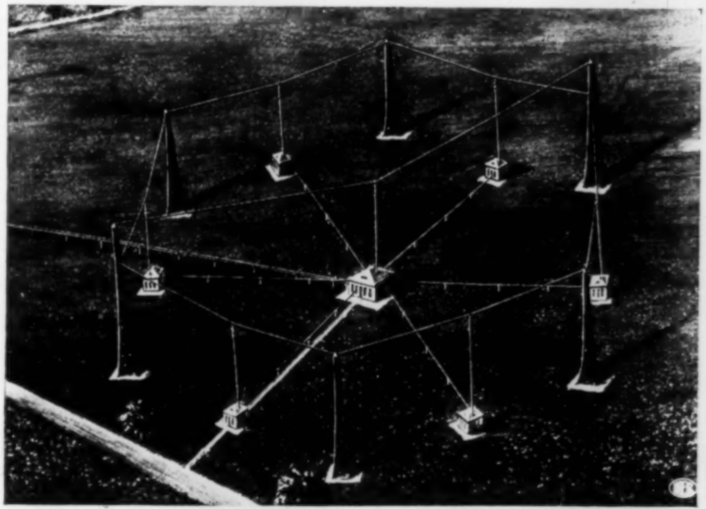

Photo by A. Gulliland, Berlin

GERMANY'S MOST POWERFUL—Aerial system of Leipzig's recently completed 150 kw. broadcasting station. This aerial system is designed to increase the ground wave and diminish the sky wave. Each vertical strand is an aerial, the horizontal lines being hempen ropes.

MUST GIVE REASONS WHY

Reincke-Ellis Co., Chicago, by Wallace Meyer—"Most of the advertisers who sponsor programs will withdraw . . . The advertisers who sponsor good radio programs would go off the air, in our opinion, if they were stopped from giving some of the reasons why their products are desirable. Particularly when sales are hard to make, advertisers insist upon the right to give the 'reasons why' for their merchandise. I doubt very much whether any advertiser—even in times of booming prosperity—would think he was getting his money's worth through mere 'reminder advertising' such as the bare pronouncement of his name."

SUICIDAL TO RADIO

Roden-Clements Co., Philadelphia, by Isaac W. Clements—"Radio advertisers are very insistent on getting real sales results from radio programs . . . Most radio clients approach the matter very sensibly and desire commercial announcements that are sufficiently short that they will not bore the listeners, but at the same time insist on having various articles of merchandise described. Obviously, simply mentioning the name of the sponsor of the program is simply good will advertising of a rather weak nature. Merchandise has to be described to a certain extent in order to sell it. We know it will be practically impossible for us to get renewals of our present contracts, or to get future contracts, if the advertiser is limited merely to sponsoring the programs . . . We would be forced to lose a very large portion of our business, as would practically every other advertising agency . . . It might be well for the Commission to set definite lengths as to the number of words . . . and also to establish definite intervals at which such announcements might be used. However, it would be suicidal to the interests of the radio business, and to the public as a whole, to insist that only an announcement of sponsorship be made."

LISTENER CAN TUNE OUT

Ruthrauff & Ryan, Inc., New York, by John S. Davidson, radio director—"I feel that it would be quite impracticable from the point of view of advertising clients . . . Advertisers using the air as a medium, feel that it is done with a definite purpose in view and they are only willing to use the tremendous amount of money they do in giving people excellent program material in order to sell their products and thereby make it worth such heavy entertainment expenditure . . . The listener always has the right to disregard any program which carries with it too annoying a sales message."

AT BEGINNING AND END

Stack-Goble Advertising Agency, Chicago, by E. R. Goble—"I think the condition that gives rise to the radio inquiry is founded almost solely upon the commercial credits of local institutions. The national advertiser is broader visioned and broader gaged and appreciates the value of dignity in the program . . . To permit only the announce-

THE JOURNAL of RADIO LAW

JULY, 1932, ISSUE

LEADING ARTICLES

Judicial Control of the Federal Radio Commission
R. J. Nordhaus
of the Brookings Institution

Legal Problems of the Madrid International Radio Conference
Dr. Otto Kucera
Counsel to the Ministry of Posts and Telegraphs, Czechoslovakia

International Protection of Broadcasters Against Commercial Uses of Their Programs
Louis G. Caldwell

DEPARTMENTS EACH ISSUE

Regulations and Decisions of the Federal Radio Commission.
Radio Cases, Radio Legislation in the United States.
Domestic and International Radio Chronicle.
Foreign Radio Discussion and Legislation.
Bibliography, Book Reviews.

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ment of sponsorship . . . would be a mistake. That would be to dwarf the effectiveness for the advertiser without whom the big chain programs could not long carry on, which would mean to take away from the people particularly in smaller towns, that which is becoming very important, not to say a necessary part of their existence—radio entertainment. I am firmly of the opinion that commercial announcements at the beginning and end of each program are sufficient. To cut into the middle of a program with a commercial credit is poor showmanship."

COMMISSION CAN GUIDE

Tracy-Locke-Dawson, Inc., Dallas, by Joe M. Dawson, vice president and manager—"It is our conviction that such a regulation would eliminate the greater part of all radio programs now on the air sponsored by advertisers. There is a possibility that a limited number of advertisers would employ radio under such a restriction . . . It is just as important for the advertiser to get a fair return through the use of radio advertising as through any other advertising media, and we know of no advertiser who is so altruistic as to want to provide the public with entertainment, securing therefrom no tangible results whatever . . . We believe that many radio advertisers prostitute the media . . . In our opinion, if it should develop that the advertising credits in radio programs are injuring radio, the condition should be remedied by the users of radio, with the counsel, guidance and help of the Federal Radio Commission."

ANNOUNCEMENT NOT ENOUGH

J. Walter Thompson Co., New York, by John U. Reber—"The expense of radio broadcasting can be justified by commercial advertisers on only one basis—the actual sale of merchandise directly traceable to the radio effort . . . A commercial announcement which is too long or one which is not in the best of taste is less effective than one which is short, crisp, to the point and in good taste . . . We find that a mere 'announcement of sponsorship of programs by persons or corporations' is of practically no sales value whatsoever, and we are willing to hazard an opinion that if such a restriction were placed upon commercial radio programs, the advertisers whom we represent would immediately discontinue sponsoring such programs."

FOLLOW NEWSPAPERS

L. D. Wortheimer Co., Inc., New York, by L. D. Wortheimer—"Under present conditions, where radio advertisers pay high rates for entertainments which are given to the public completely free of charge, it would be somewhat unfair to limit their 'commercial' to a mere announcement of sponsorship . . . There is no doubt that the present lack of system, under which each advertiser is his own judge as to the amount of time to be devoted to 'commercial' is faulty. The solution, however, lies not in doing away with selling talk entirely, but rather in limiting and classifying the amount to be permitted. The character of commercial announcements should be regulated in the same manner as some high class newspapers regulate advertising. These papers insist on the honesty of the advertisements which they accept; radio stations too should eliminate their broadcasting claims that tend to exaggeration."

"HANDS OFF" HELPED

Williams & Cunnyngham, Chicago, by Andrew Hertel, director of radio—"From the beginning, radio in the United States has been a measure of pleasure for listeners. The greatness of the industry is the direct result of a 'hands off' policy on the part of the government concerning program matters. As a natural result commercial sponsorship has been the means of subsidizing stations, producing programs of excellence. To reduce present sponsorship practice to the mere announcement of the person or firm sending the program, would without question reduce the number of commercial broadcasts to a few—too few, in fact to make stations pay. As a result quality of programs would fall. Listeners would get less and less value out of their sets . . . The situation remedies itself. The demands of listeners act as a 'governor' on commercial radio programs . . . To permit only sponsorship announcements . . . would tear down an industry upon which thousands depend for a living. To remove thousands from a field of work to the ranks of the unemployed, would be the greatest hindrance to returning prosperity—a sadly sore enough thumb on the hands of the United States now."

Station
WOR
Newark, New Jersey

"There's Gold In Them Thar Hills, Stranger"

This bromide is as true today as it was years ago. We have done the prospecting for you. There is as much gold in the homes of countless radio listeners as there ever was in the hills, and like the gold in the hills, it needs effort to bring it out. The proper program on radio station WOR will bring results. This country has not shut its doors and gone on a vacation. People are buying every day. Tell them about your product.

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY • New York City

Politics to Boom Broadcasting

(*Continued from page 13*)

fourth. In addition to NBC, CBS and WGN, stations WJJD and WCFL, in Chicago, have indicated that they want to go on the air independently. However, both of the networks have let it be known that they are willing to add nonmember stations for the convention broadcasts at no cost other than line charges and provided the stations are not competing with their regular network outlets.

It will not be until after the conventions, where both parties choose their national committees for the ensuing year, that definite plans for buying network and station time and for contracting for transcriptions will be made. Everything then depends upon the men chosen to head the radio organizations of the two parties and the amounts of money that will be placed at their disposal. That the money to be spent on radio time will be less than in 1928 is expected as a natural consequence of business conditions and the smaller war chests which are anticipated.

Up to now, such radio talks as have been booked for sustaining and commercial periods by the Republicans and Democrats have been handled by the headquarters offices of the two parties in Washington. For the Republicans, Paul Gascoigne, of the Chesapeake & Potomac Telephone Co., of Washington, an A. T. & T. subsidiary, was temporarily "loaned" to handle the convention arrangements. His office has also been placing the Republican speakers on the Lucky Strike Hour over NBC, the Institute of Public Affairs on CBS and the National Radio Forum conducted on NBC under auspices of the WASHINGTON STAR.

For the Democrats, the same task has been in the hands of Ewing Laporte, of Pittsburgh, secretary to Chairman Jouett Shouse of the Democratic National Committee and also executive secretary of the committee on arrangements for the convention.

Local Stations to Profit

IT IS NOT improbable that both these men will have charge of the radio plans in the actual national campaigning, though that remains for the new national committees to decide. As in 1928, it is expected that special radio speakers' bureaus will be established in the national campaign headquarters to place speakers both for national and regional hookups and in some cases for special station appearances. But in each party headquarters, the task of buying time will be delegated to a single authority.

That is the national setup. For local political rallies and talks to be carried on individual stations, the arrangements will be made generally by the campaign managers of the respective candidates. Since all members of the House are up for election, as well as one-third of the Senate and numerous state and county and local candidates, it is to be expected that more money will be spent in the aggregate for local time than for national. As usual, stations will follow their own particular practices with regard to time charges; whatever else they may do, the radio law strictly prescribes that they must give equal opportunity under the same conditions to all candidates for a particular office. In other words, if they allot time free—a poor practice in actual campaigning—to one candidate, they must give an equivalent time free to all other candidates for the same office. By the same token, if they sell time to one candidate, they are under obligation to sell time at the same rate and under the same conditions to all other candidates for the same office.

Many stations, like most newspapers, charge somewhat higher rates for political time than for regular commercial time. In almost all cases, again like newspapers, they demand *payment in advance* for political time—a wise practice.

Growth in Disk Use

ONE OF the interesting developments in political radio this year will be the use of electrical transcriptions for the first time. Transcriptions, in fact, have already played a part in at least one state campaign. They were used with telling effect on practically all Illinois stations by Len Small, gubernatorial candidate, and by the candidate for the state auditorship in the recent Illinois primaries. Handled like any other commercial accounts through an advertising agency and transcription company, whole series of campaign speeches were recorded and placed on stations at card rates.

That transcriptions will be used in the national campaign and in perhaps some state campaigns this fall is to be expected. Nationally, it is an interesting commentary on the efficacy of radio, if an ironic one on politics, that a candidate may vary his transcribed ideas and appeals according to the section of the state or nation he wants to reach. For example, he can be dry in one group of states, moist in others and wringing wet elsewhere by using transcriptions—something quite impossible on national networks.

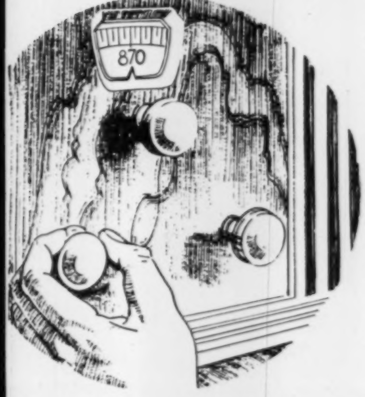
It was partially with an eye on the forthcoming political campaigns that World Broadcasting System established studios in Washington, headquarters of the two big national parties and the place where many transcription accounts will probably develop—among Representatives, Senators, Federal officials, trade associations, etc. World intends to levy only a nominal charge for actual recordings, which it will place or which the purchaser may place on stations or groups of stations as sustaining or sponsored features.

On Commercial Periods

ANOTHER interesting development of this year's political broadcasting is the appearance of party speakers and political commentators on regular commercial programs on the networks. The Lucky Strike Hour for several months has devoted 10 to 15 minutes of its

(*Continued on page 38*)

CONFIDENCE



. . . another reason why you should sell your merchandise over **WLS**

■

YOUR Prospects have found that WLS programs please them thoroughly. Advertisers told us "afternoon is no good," yet ONE five-minute broadcast at two p. m. brought over 8,000 requests for free samples.

YOUR Dealers know that WLS can single out your market and send it to their stores. One Saturday morning, when skeptics said "the children are all out at play," a single 15-minute program brought over 5,000 drawings, all from children under 15 years of age.

YOUR Jobbers see that WLS can give you retail outlets faster than any other medium. A manufacturer went on the air over WLS recently with only two dealers in a new territory. Without the aid of any other form of advertising, WLS has created such a demand for his product that it is now handled by 5,000 dealers in the same area.

WLS ***knows***

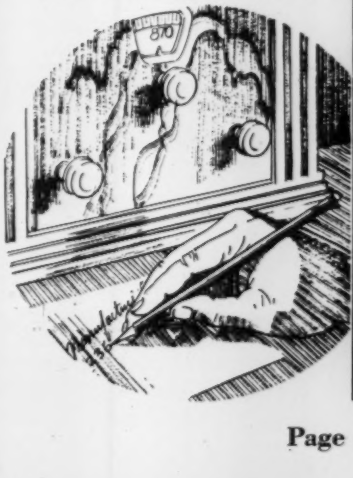
its audience — knows what they like, and how to build programs that bring RESULTS. Our knowledge has enabled us to build a confidence in the mind of your prospects, dealers, and jobbers. Our advertisers have proved that WLS increases their sales. Let us help you in 1932.

■

The Prairie Farmer Station

Burridge D. Butler, Pres.
Glen Snyder, Manager

Main Studios and Office
1230 W. Washington Blvd.
CHICAGO
50,000 WATTS 870 KILOCYCLES



Warns Stations of Deviations

(*Continued from page 15*)

nation of all interference. However, any broadcast station now suffering heterodyne interference may anticipate that its service radius will be increased by 25 to 100 per cent. To accomplish this by increased power alone with other things remaining constant, would require an increase in power from two to five times.

Difficult Problem

IRRESPECTIVE of what some engineers may say, it is a difficult problem to maintain the frequency of a broadcast station within 50 cycles of the assignment. It is only in very recent years that it has become possible to accomplish this high degree of frequency precision. Even with the best frequency control equipment it is necessary that a rigid schedule of operation and maintenance be pursued by experienced operators. There is no question but what this can be done by all broadcast stations if the proper transmitting equipment and experienced operating personnel are employed. The station managers must realize that this is a problem and, just because the manufacturer guarantees his equipment to maintain the frequency within 50 cycles, does not at all mean that the problem is removed from the duties of the operator. It still remains his responsibility even though the manufacturer guarantees a 50-cycle frequency maintenance. It should be understood that this can be done only by a most careful schedule of operation and maintenance and a familiarity, by the operators, with the peculiarities of the particular equipment.

In view of these conditions, the Commission concluded that a satisfactory type of frequency monitor was necessary before it could reasonably be expected that the frequency of a broadcast station could be held within the required 50 cycles of its frequency. The type of frequency monitors, while given an approval by the Commission based on tests made at the Bureau of Standards, may be subject to apparatus defects and accordingly a regular schedule should be inaugurated to check their accuracy. This may be done by utilizing the standard signals transmitted by station WWV (Bureau of Standards) or by making a regular test with the nearest Radio Supervisor. Ask the Supervisor to measure the frequency at a specified time and at the same time note the frequency as indicated by the monitor. If these two check, all is well, if not, make the necessary adjustments. It is believed that a regular schedule of checking the monitor once each week or two is necessary, but experience may dictate the desirable periods. There are firms offering this service on a commercial basis which may be utilized for checking the accuracy of the monitor. The supervisors may not have time to make the checks (which is not their regular duty and is done entirely as a matter of cooperation) in which case either the WWV signals or the service of firms in the regular business of checking broadcast stations should be utilized.

Aural Check Essential

ALL THE types of frequency monitors approved by the Commission read directly the operating frequency of the station and, therefore, in making entries in the operating log, as required by Rule 172, the entry should be made of the frequency reading on the monitor in cycles high or low every 30 minutes, and in no event will it be considered that the log is properly kept unless these entries are made. These new type frequency monitors can be read as easily as the plate voltmeter and plate ammeters and should be recorded in exactly the same manner. This is also essential to successful operation as required by these rules.

It will be noted in the second paragraph of the Commission's letter notifying stations of the approval of frequency monitors, that an auxiliary aural check is necessary in addition to the approved monitor. The design of some of the frequency monitors is such that a loud speaker connected to these monitors would be satisfactory and in others such a procedure is not satisfactory. In all of the latter cases, it will be necessary to supply some other means than a loud speaker to determine that the station has not unduly deviated and beyond the measurable limits of the monitor. There are several ways this may be done but the most simple methods suggested are a heterodyne precision wavemeter or a simple crystal monitor operating on the station's exact frequency with a loud speaker to indicate the beat note.

From the many explanations that are made of frequency deviations to the Commission, it is found that stations frequently deviate beyond the range of the monitors. In all such cases this aural or equivalent additional check must be provided before the Commission can consider that the explanations of major deviation are in accordance with good engineering practice. This should be given careful attention by all station managers, for it may prevent unnecessary embarrassment and difficulty.

WKZO

Covering this Michigan playground of the Central West, where

8,000,000

visitors will spend

$300,000,000

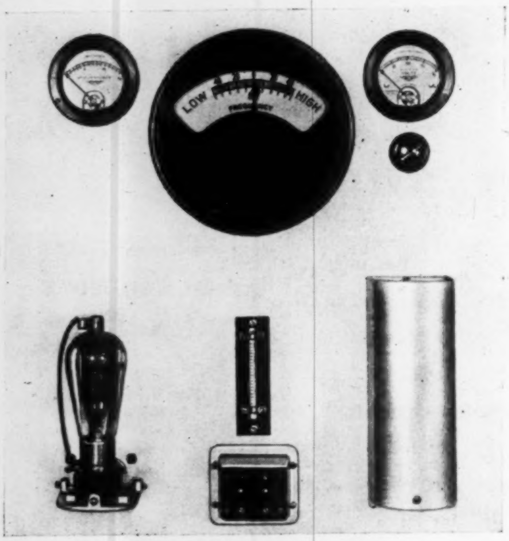
Do not overlook this wonderful market

WKZO

KALAMAZOO

590 K.C. 1000 WATTS

Pres. and Gen. Mgr., John E. Fetzer



APPROVED

BY

FEDERAL RADIO COMMISSION

APPROVAL No. 1455

VISUAL INDICATING

Frequency Monitoring Unit!

EMPLOYS ALL OF THE BEST FEATURES

NO RELAYS OR MOVING PARTS • TUBE TYPE HEAT CONTROL

INCLUDING TUBES
NET CASH
F. O. B. CHICAGO

$450.00

EXTENDED PAYMENT PLAN • $100 CASH WITH ORDER • $100 CASH ON DELIVERY
THEN, SIX MONTHLY NOTE PAYMENTS, $50 EACH INCLUDING INTEREST

DOOLITTLE & FALKNOR, Inc.

1306-8 WEST 74th STREET • CHICAGO, ILL.

30,000,000 Meals a Day

Mr. Food Advertiser:

- Thirty Million Meals a Day are eaten by Radio Listeners in the WMAQ Market.
- By using the facilities of WMAQ your sales message can be brought swiftly, effectively and economically to the housewives who provide those thirty million meals.
- Whether you are a large advertiser or one with a limited appropriation, WMAQ has a plan for assisting you in reaching the family buyers in the great central market of the nation.

Your inquiries will receive prompt attention

670 KILOCYCLES
CLEARED CHANNEL
100% MODULATION

WMAQ

MERCHANDISE MART
CHICAGO, ILLINOIS
Phone Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION

Demanding Transcription Royalities

(*Continued from page 16*)

rate is on each selection, and a disk carrying three selections, for example would be assessed 75 cents per station using it. In the instances of certain restricted numbers, for which special permission from individual publishers is necessary, a double fee is asked.

Wages War on "Piracies"

IN HIS STATEMENT to BROADCASTING, Mr. Paine asserted that the M. P. P. A. is "not going to permit any longer the piracies that have developed in the past." Litigation has been avoided up to now, he said, due to "a policy of cooperation" and a plan of "education." Advertisers, he added, are learning that the fees asked "are inconsequential as compared to those which are charged by the A. T. & T. for their type of station hookup."

On June 1 a letter was addressed to all advertising agencies, marked "attention of the president," setting forth that a great number of transcription companies are still refusing cooperation in the matter of licenses "not due to ignorance on their part but to a deliberate intention to cheat the copyright proprietor." Avowing the legal right of his association to collect royalties, Mr. Paine adds in his letter to the agencies:

"As you and your clients are the ones who primarily feel the effects of whatever legal steps we may take to protect our rights, we have felt that it was only proper, just and fair to send you this letter, urging you either to do business with those electrical transcription companies who are responsible and who do properly acquire the necessary licenses for the manufacture of their records embodying copyrighted musical works, and system of cost to you includes these fees, or if you prefer, to take out licenses directly yourself for the programs that you issue, for we wish to assure you that it is our intention to vigorously protect our rights and prosecute the trespassers.

"Any difficulties which you or your clients may get into because of these activities on our part we will after this letter have to consider as arising from your own negligence."

Intentions Important

IN HIS STATEMENT to BROADCASTING, Mr. Paine asserts that every advertising agency in the U. S. that is today dealing in unlicensed transcriptions "is building up a contingent liability that is enormous, because the minimum damage fixed by the statute for each infringement is $250." Mr. Paine continues:

"In my letters to the radio stations which I have written from time to time, I have asked that they cooperate with us in this entire electrical transcription matter by seeing to it that their station did not make use of records that were of themselves infringements. I know the temper of the copyright proprietors, and I know that unless the manufacturers and users of records for electrical transcription purposes give full and unstinted cooperation and operate strictly in accordance with the requirements of the law, and of the license, that the privilege and right to manufacture records for this purpose will be withdrawn, and no one will suffer more from this withdrawal than will the radio stations themselves. Therefore, it seemed logical, and proper, and good business to ask the radio stations to cooperate, and to expect their cooperation.

"And so when you ask again what do we intend to do, I must answer as I did at the beginning—that it all depends on the circumstances. It depends on whether the infringement is original, deliberate, and willful, or whether it is a contributory infringement, intentional and knowing. We only know that through our letters, through our conferences, and through our public utterances, there is no excuse for anybody engaged in this business not knowing the needs so far as licenses and license fees are concerned, and we have built up so much proof of knowledge in our own files that when we do begin our legal actions it will be with the greatest difficulty that anyone can attempt to say that they are innocent infringers."

Does Radio Click?

THE TEXAS Company, which recently inaugurated a Tuesday night program starring Ed Wynn on NBC, has had to order three million fire helmets for distribution through dealers in connection with its sale of the new Fire Chief gasoline. The company first bought 1,000,000 Fire Chief hats, which soon gave out, ordered another million, and found that they disappeared just as rapidly. A number of cities even held Fire Chief parades.

Twenty Sponsors Urge Economy in Government

THE GENERAL MOTORS' program, "Parade of the States," heard over NBC every Monday night, on June 6 launched a general campaign of the larger corporations in behalf of reductions in expenditures of the federal, state and municipal governments as an essential step in achieving economic recovery. Alfred P. Sloan, president of General Motors, spoke for about five minutes on the subject.

The plan was initiated by James F. Bell, president of General Mills, Inc., and found a ready response from the larger advertisers on both networks. A score of network sponsors have already agreed to make similar pleas, chiefly through personal appeals by their presidents.

Reader Acceptance X Coverage = RESULTS

for Radio Broadcast EQUIPMENT Advertisers

Radio stations of the United States, Canada, Mexico, Cuba and English speaking foreign countries have come to depend upon BROADCASTING. For in the pages of BROADCASTING is the information they want, information of actual working value. This is your market and this medium covers it thoroughly (94%). Reach the key men directly through BROADCASTING—their accepted trade paper.

Results . . .

"If you will permit it, I would like to again favorably comment both on your publication and on the effect of our advertising in it. We have had several real leads for acoustical treatment that undoubtedly came from our advertising in your paper. One of the nice things about these leads is that invariably we seem to sell the prospect."

United States Gypsum Company,
M. A. Smith,
Sales Manager,
Contracting Division
Chicago, Illinois.

READER ACCEPTANCE

"Please allow me to extend my personal congratulations to you for the excellent manner in which the editorial matter as well as the technical and other articles is presented."
L. W. STINSON,
Engineer KVOO,
Tulsa, Oklahoma.

"Congratulations! We of the broadcast industry now have a publication of our own."
THE CROSLEY RADIO CORPORATION,
J. A. CHAMBERS,
Technical Supervisor,
Stations WLW-WSAI-W8XAL.
Cincinnati, Ohio.

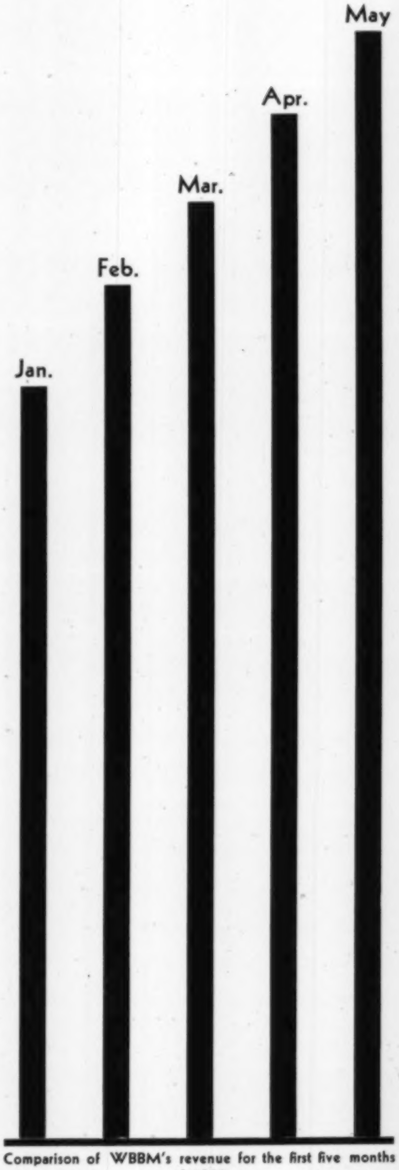
"Staff members here swear by BROADCASTING as the radio Bible."
WCLO Radio Corporation,
Robert W. Bliss,
Janesville, Wisconsin.

"A great contribution to the art, science and business of broadcasting * * * will make your magazine a part of my permanent file."
William S. Hedges, President,
WMAQ, Inc., Chicago.

"Many like myself welcome this publication for the information which it supplies, information heretofore unavailable in one publication."
R. J. Reid, Chief Engineer,
WCKY, Covington, Ky.

BROADCASTING
NATIONAL PRESS BUILDING, WASHINGTON, D. C.
THE NEWS MAGAZINE OF THE FIFTH ESTATE

. . . . A Year-'round Advertising Medium



Comparison of WBBM's revenue for the first five months of 1932

FOR five years the WBBM revenue curve has reached its annual peak during a summer month.

■

And again this summer, when every advertising medium is being put to a severe test—when every advertising dollar must prove its worth, or remain unspent—WBBM sales mount steadily to a new record.

■

Here's sound proof of The Air Theatre's efficiency as a year-'round advertising medium.

■

The Air Theatre ▪

WBBM

770 KILOCYCLES
389.4 METERS

25000 WATTS
CLEAR CHANNEL

WESTERN KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM

ACTIONS OF THE

FEDERAL RADIO COMMISSION

MAY 31 to JUNE 14 INCLUSIVE

Applications . . .

JUNE 1

WOOD, Grand Rapids, Mich.—CP to move transmitter from Furnwood to Grand Rapids.

WHAS, Louisville, Ky.—CP to erect an auxiliary transmitter at 300 W. Liberty St., Louisville, to operate with a power of 1 kw.

KFBI, Milford, Kans.—Modification of license for increase in hours of operation resubmitted.

JUNE 2

Automatic frequency control: WHAM, Rochester, N. Y.; WNAD, Norman, Okla.

WHAT, Philadelphia—License to cover CP granted 4-15-32 for new equipment and local transmitter move.

WWSW, Pittsburgh—CP to install new transmitter and increase power from 100 w. to 100 w., 250 w. LS.

WBIG, Greensboro, N. C.—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS.

WSPA, Spartanburg, S. C.—Modification of license to change from 1420 kc., 100 w., 250 w. LS, unlimited time, to 880 kc., 250 w., unlimited time.

NEW, La Grange, Ga.—Allen Wright Marshall for CP amended to request transmitter and studio location for new station at 906 Hill St., LaGrange, Ga., instead of South Court Square, LaGrange.

KWCR, Cedar Rapids, Ia.—CP to make changes in equipment and change from 100 w. to 100 w., 250 w. LS.

JUNE 4

WSYB, Rutland, Vt.—Modification of CP; request for authority to make changes in present transmitter at present transmitter location, instead of installing new transmitter at new location.

WMCA, New York—CP for auxiliary transmitter amended to request to install new auxiliary transmitter at 1697 Broadway, New York, instead of Hoboken, N. J.

WCGU, Brooklyn—Modification of license to increase power from 500 w. to 500 w., 1 kw. LS.

NEW, Providence, R. I.—F. N. Blake Realty Co. for CP to use 1140 kc., 250 w., limited time.

Install automatic frequency control for auxiliary transmitter: WJZ, New York; WEAF, New York; WCAX, Burlington, Vt.; WRC, Washington, D. C.; WLWL, New York; WMBG, Richmond, Va.; WMAQ, Chicago; WENR-WBCN, Chicago.

WFBR, Baltimore—Determine license power by direct measurement of antenna power.

WOR, Newark, N. J.—Determine license power by direct measurement of antenna power.

WFBG, Altoona, Pa.—License to cover CP granted 11-3-31 for new transmitter.

WMMN, Fairmont, W. Va.—Voluntary assignment of license to A. M. Rowe, inc.

NEW, Greenville, S. C.—The Greenville News-Piedmont Co. for CP to use 560 kc., 1 kw., unlimited time; facilities of WNOX, Knoxville, Tenn.

NEW, Greenville, S. C.—The Greenville Community Hotel Corp. for CP to use 800 kc., 1 kw., limited time.

NEW, Knoxville, Tenn.—The Tennessee State Press Co. for CP to use 560 kc., 1 kw., 2 kw. LS, unlimited time; facilities of WNOX, Knoxville.

WCSC, Charleston, S. C.—Modification of CP for a new transmitter; request for authority to move transmitter locally.

NEW, Center, Tex.—J. B. Sanders for CP on 1310 kc., amended to request different specified hours; facilities of KFPM, Greenville, Tex.

WPCC, Chicago—CP to install new transmitter.

KSEI, Pocatello, Idaho—Modification of CP amended to omit request for increase power on 890 kc., and requesting extension of completion date to 9-7-32.

Applications returned: NEW, Meridian Broadcasting Co., Meridian, Miss.—CP on 1400 kc.; WJTL, Oglethorpe University, Ga.—Direct measurement of antenna power.

JUNE 7

To install automatic frequency: WBMS, Hackensack, N. J.; KEX, Portland, Ore.; KGA, Spokane, Wash.; KJR, Seattle; KOA, Denver.

WWNC, Asheville, N. C.—License to cover CP granted 3-25-32, to install new transmitter.

NEW, Tupelo, Miss.—Britt A. Rogers, Jr., for CP to erect a new station at Tupelo, Miss., to use 990 kc., 500 w., D.

KFBI, Milford, Kans.—Modification of license to move main studio from 5th and Berry Sts., Milford, Kans., to 412 Northwest Third St., Abilene, Kans.

WBBM-WJBT, Chicago—License to cover CP granted 2-5-32, as modified, to install new transmitter.

JUNE 9

Install automatic frequency control for auxiliary transmitter: WCAO, Baltimore; WKBW, Buffalo, N. Y.; WACO, Waco, Tex.; KFJI, Klamoth Falls, Ore.

WHOM, Jersey City, N. J.—License to cover CP granted 4-8-32, to move station locally and install new equipment.

WKAQ, San Juan, Porto Rico—CP amended to request 1240 kc. instead of 950 kc.

WQMD, St. Albans, Vt.—CP to make changes in equipment.

WMMN, Fairmont, W. Va.—Modification of license to increase power from 250 w., 500 w. LS, to 500 w. D., 500 w. night, experimentally.

WASH, Grand Rapids, Mich.—Modification of license to use transmitter of WOOD at proposed new location at Grand Rapids, Mich.

NEW, East St. Louis, Ill.—Maurice L. Barrett for CP amended to request 1500 kc. instead of 1310 kc.

KWJJ, Portland, Ore.—CP to make changes in equipment.

NEW, Aberdeen, S. D.—J. B. Taylor for CP to use 920 kc., 500 w., D. only. (Facilities of KSOO, Sioux Falls, S. D.)

NEW, Roseville, Calif.—Richmond J. Morrow & Ronald F. Brill for CP amended to request 1500 kc. instead of 1420 kc. and change in specified hours of operation.

NEW Santa Paula, Calif.—Paul M. Brewer & William R. Stevens for CP to use 1280 kc., 30 w., D.

Application returned: KWCR, Cedar Rapids, Ia.—Modification of license to increase power from 100 w. to 100 w., 250 w. LS. (Request of applicant.)

JUNE 11

WJAR, Providence, R. I.—Application for modification of license amended to request 1 kw. experimentally, instead of 500 w. experimentally.

KYW-KFKX, Chicago—CP to move transmitter from Bloomingdale Township, Ill., to near Essington, Tinicum Township, Pa.; move main studio from Chicago, to Philadelphia.

KGNO, Dodge City, Kans.—License to cover CP for changes in equipment, granted 5-3-32.

Applications returned; NEW, John E. McGoff & Ralph M. Sutchff, Newport, R. I.—CP on 1280 kc.; WDEV, Waterbury, Vt.—CP to install new equipment, change frequency from 1420 kc. to 1470 kc., increase hours of operation, and increase power from 50 w. to 500 w.; WSAJ, Grove City, Pa.—CP to move transmitter locally and make changes in equipment; NEW, Lancaster Broadcasting Service, Inc., Lancaster, Pa.—CP on 920 kc.; WSOC, Gastonia, N. C.—Install automatic frequency control; NEW, Henderson Brothers Electric Co., Belle Fourche, S. D.—CP on 1200 kc.; NEW, Central Broadcasting Co., Davenport, Ia.—CP on 600 kc.; NEW, Loyd McGregor, Elsie, Nebr.—CP on 1210 kc.; KWJJ, Portland, Ore.—CP for changes in equipment.

NEW, Visual Radio Corporation, Atlantic City—CP for 2200 to 2300 kc., 1 kw.; experimental visual broadcasting.

JUNE 14

WOV, New York, N. Y.—License to cover CP, granted 2-16-32 for changes in equipment.

WEAO, Columbus, Ohio—License to cover CP, granted 4-26-32, to install new transmitter.

WCAE, Pittsburgh, Pa.—CP to move transmitter from 21st and Wharton Streets, Pittsburgh, to Baldwin Township, Pa., and make changes in equipment.

WSAJ, Grove City, Pa.—CP to install new transmitter at slightly different location on college campus.

WBHS, Huntsville, Ala.—Modification of license to increase power from 50 to 100 w.

NEW, Rev. J. L. Neville, Tulsa, Okla.—CP for new station to use 1500 kc., 25 w., unlimited.

KGIX, Las Vegas, Nevada—Install automatic frequency control.

KGY, Olympia, Wash.—License to cover CP granted 1-22-32, to move station from Lacey to Olympia, Wash.; install new equipment, increase power from 10 to 100 w., change frequency from 1200 to 1210 kc.

Applications returned to applicants: NEW, Marvin Rempfer & Arnold M. Bauer, d/b as The Garden State Radio Co., Bridgeton, N. J.—New station on 1200 kc. (Equipment); WDEL, Wilmington, Del.—Modification of license requesting 500 w. night power, experimentally. (Rule 123).

Decisions . . .

MAY 31

KGEW, Ft. Morgan, Col.—Granted license covering changes in equipment, 1200 kc., 100 w., share with KGEK.

WABZ, New Orleans—Granted authority to install automatic frequency control.

WABC-WBOQ, Long Island, N. Y.—Granted authority to discontinue use of auxiliary broadcast transmitter.

WNBR-WGBC, Memphis—Granted regular renewal of license, 1430 kc., 500 w., unlimited time; application was designated for hearing because WQBC had requested its facilities; WQBC has withdrawn its application.

WBAA, LaFayette, Ind.—Granted authority to discontinue operation from May 28 to Oct. 1.

WAPI, Birmingham—Granted modification of CP to extend commencement date from Nov. 17 to June 15, and completion date from May 16 to Dec. 15.

W3XJ, Wheaton, Md.—Granted experimental license, 1550 kc., 500 w.

NEW, Bernard Hanks, Abilene, Tex.—Granted authority to take depositions in re his application for CP to be heard June 16.

Set for hearing: WPRO-WPAW, Providence, R. I.—Requests CP to move transmitter from Cranston to Providence, R. I., install new equipment, change frequency from 1210 to 630 kc., and increase power from 100 to 250 w.; WOC, Davenport, Ia.—Requests CP to operate WOC as a 500 w. booster station in Davenport when WHO at Des Moines moves to Mitchellville, 17 miles east of Davenport, and increase its power to 50 kw.; NEW, Claude Raymond Brand, Deadwood, S. D.—Requests amended CP for new station, 1200 kc., 100 w., 3 hours daily (facilities of WCAT with exception of 1 hour daily, 1:30 to 2:30 p.m., CST).

KCGF, Coffeyville, Kans.—Denied modification of license, 1010 kc., 500 w., 1 kw., share with WHAD, because applicant failed to put in appearance.

Applications dismissed at request of applicants: NEW, Shreveport Broadcasting Co., Shreveport, La.—CP, 1310 kc., 100 w., unlimited time; NEW, Dr. F. P. Cerniglia, Monroe, La.—CP, 1420 kc., 100 w.; simultaneously D. with WJBO, share with WJBO at night.

WCOC, Meridian, Miss.—Applications for consent to voluntary assignment of license to The Greenville News-Piedmont Co., Inc., and CP to move transmitter and studio to Greenville, S. C., dismissed from hearing docket at request of applicant.

JUNE 3

WLBW, Oil City, Pa.—Granted CP to move from Oil City to Erie; change power from 500 w. night, maximum, 1 kw., D. experimental to 500 w., 1 kw. without the experimental clause; also to change corporate name to the Broadcasters of Pennsylvania, Inc.

WOAI, San Antonio—Granted modification of CP to extend completion date to June 27.

WCOH, White Plains, N. Y.—Granted modification of CP to install new transmitter.

WFBR, Baltimore—Granted license covering installation of new equipment, 1270 kc., 500 w., unlimited time.

WGY, Schenectady—Granted license covering installation of new equipment, 790 kc., 50 kw., unlimited time.

KGKX, Sandpoint, Idaho—Granted authority to conduct field intensity measurements in metropolitan area of Lewiston, Idaho, for purpose of determining suitable site for transmitter.

WTAG, Worcester, Mass.—Granted extension of special authority until Oct. 1 to operate with 500 w.

WPTF, Durham, N. C.—Granted permission to operate simultaneously with KPO June 4 until 1 a.m., EST, in order to broadcast election returns.

WMBH, Joplin, Mo.—Granted modification of special authorization granted on May 3, as follows: to operate from 9:30 to 10:45 p.m. on June 5 to 29, CST, inclusive.

WJAY, Cleveland, and WMBO, Auburn, N. Y.—Granted authority to install automatic frequency control.

Applications dismissed at request of applicants: NEW, H. Verne Spencer, Jeanette, Pa.—CP, 1420 kc., 100 w., D.; KGEZ, Kalispell, Mont.—CP, 1260 kc., 250 w., specified hours.

Set for hearing: WHAT, Philadelphia—Application to move locally in Philadelphia, heretofore granted, reconsidered and set for hearing because of protests received.

JUNE 7

WSVS, Buffalo, N. Y., and KMBC, Kansas City, Mo.—Granted CP to install new transmitter.

KXL, Portland, Ore.—Granted CP to install auxiliary transmitter at present transmitter location.

KNX, Los Angeles—Granted CP to make changes in equipment and increase power from 5 to 25 kw.

KFXF, Denver—Granted license covering move of station locally; 920 kc., 500 w. (experimental night), share with KFEL.

KFKU, Lawrence, Kans.—Granted authority to remain silent from June 15 to Sept. 15, and on Sept. 15 inaugurate a new time sharing division with WREN in accordance with agreement signed by both stations.

WNBO, Silver Haven, Pa.—Granted 30 day license to operate present transmitting equipment pending construction of new transmitter, 1200 kc., 100 w.

KGDA, Aberdeen, S. D.—Granted authority to take depositions in re applicant's application for renewal of license and CP, hearing on which is scheduled for June 15.

Granted authority to install automatic frequency control: WHBF, Rock Island, Ill.; WSIX, Springfield, Tenn.; WBAP, Fort Worth, Tex.; KGFW, Kearney, Neb.; WAGM, Presque Isle, Me.; WDAG, Amarillo, Tex.

W3XAL, Bound Brook, N. J.—Granted modification of license, experimental relay broadcasting to increase power from 20 to 35 kw.

WQDM, St. Albans, Vt.—Granted renewal of license, 1370 kc., 100 w., hours of operation: daily except Sunday, 8 to 9 a.m.; 11 a.m. to 2 p.m.; Sunday, 1 to 2 p.m.

KBPS, Portland, Ore.—Granted renewal of license, 1420 kc., 100 w., share time with KXL as follows: KBPS 1/7 time, KXL 6/7 time.

KXL, Portland, Ore.—Granted renewal of license, 1420 kc., 100 w., share with KBPS as follows: KXL 6/7 time, KBPS 1/7 time.

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

Set for hearing: WSMK, Dayton, O.—Requests modification of license to change hours of operation from unlimited D., sharing with KQV at night, to unlimited. (Night time facilities of KQV requested); KSO, Clarinda, Ia.—Requests CP to move transmitter from Clarinda to Des Moines and move studio from Clarinda to Register and Tribune Bldg., Des Moines; change frequency from 1380 to 1370 kc.; reduce power from 500 w. to 100 w. night, 250 w. D.; increase hours of operation from unlimited D., sharing with WKBH at night to unlimited, and install new equipment. (This application originally requested authority to move from Clarinda to Creston, Ia., which application was designated for hearing on May 10, and has now been amended as above set forth.)

WJAY, Cleveland—Application for modification of license to change frequency from 610 to 590 kc., set for hearing, withdrawn without prejudice at request of applicants.

WHAS, Louisville, Ky.; WWVA, Wheeling, W. Va.; KDKA, Pittsburgh—Renewal of licenses for these stations set for hearing because of applications for use of the clear channels, 1020 and 1160 kc.

WRAX and WPEN, Philadelphia—Applications to consolidate and operate on 920 kc., set for hearing.

WSAN and WCBA, Allentown, Pa.—Denied petition for reconsideration of application to increase power on experimental basis from 250 to 500 w.

KGKX, Sandpoint, Idaho—Denied protests of A. L. Alford and Lewiston Chamber of Commerce, to granting of application of Sandpoint Broadcasting Co. for CP to move station KGKX from Sandpoint to Lewiston, Idaho.

JUNE 10

WCAT, Rapid City, S. D.—Granted CP to install new transmitter.

KICA, Clovis, N. M.—Granted permission to remain silent during time of removal and not to exceed 30 days.

WKAQ, San Juan, P. R.—Granted CP to make changes in equipment; change frequency from 890 to 1240 kc., and increase power from 250 w. to 1 kw.

Set for hearing: NEW, Tri County Broadcasting Co., Los Gatos, Cal.—Requests CP on 1420 kc., 100 w., half time; KELW, Burbank, Cal.—Renewal of licenses, set for hearing because their facilities have been applied for; KYW, Chicago—Requests authority to move station from Chicago to Philadelphia.

KPO, San Francisco—Granted permission to voluntarily assignment license and CP to the National Broadcasting Co.

WJSV, Alexandria, Va.—Granted application to voluntarily assign license to The Old Dominion Broadcasting Co., a subsidiary of CBS. WJSV was granted permission to go off the air until Sept. 15, during reconstruction. Order is effective at once but station can close down at its convenience.

WHAT, Philadelphia—Denied protest of WDAS filed against application to move WHAT locally and install new equipment. Case dismissed from hearing docket and application granted.

KGDA, Mitchell, S. D.—Granted petition of John B. Taylor to intervene in application of this station to move to Aberdeen, S. D.

JUNE 14

WOOD, Grand Rapids, Mich.—Granted CP to move transmitter from Furnwood to Grand Rapids, Mich.

WJR, Detroit, Mich., and WFBM, Indianapolis, Ind.—Granted authority to install automatic frequency control.

KUJ, Walla Walla, Wash.—Granted modification of license to change hours of operation from specified hours one-half time, to unlimited.

WEW, St. Louis, Mo.—Granted authority to discontinue operation during July and August, with exception of broadcasting Government reports.

WSVS, Buffalo, N. Y.—Granted authority to discontinue operation June 21 and remain silent until new equipment is installed.

WKBF, Indianapolis, Ind.—Granted authority to operate from 7 to 8 p.m., CST, each Monday and Friday, for period ending Oct. 1, 1932, if station WBAA remains silent.

W2XE, Atlantic Broadcasting Corp., Nr. Wayne, N. J.—Granted modification of CP (experimental) to change type of equipment and extend period of construction to begin August 1 and to be completed Nov. 1, 1932.

W3XL, NBC, Bound Brook, N. J.—Granted modification of experimental license to change power from 20 kw. to 100 kw.

KSEI, Pocatello, Idaho—Granted special authority to operate on 890 kc. 250 w. night, 500 w. day, pending action of application for modification of license.

Set for hearing: WJBY, Gadsden, Ala.—Requests CP to move transmitter from Anniston Highway, Gadsden, to 3rd and Chestnut St., Gadsden, and make changes in equipment.

WDBO, Orlando, Fla.—Requests modification of license to change frequency from 1120 to 580 kc.

KRE, Berkley, Cal.—Requests modification of license to increase hours of operation from specified to unlimited.

Correction: Action of May 27, 1932, should be corrected to read as follows: KRE, Berkeley, Cal.—Modification of license to change hours of operation to daily 6:30 to 9:30 a.m.; 12 noon to 3 p.m.; 6 to 9 p.m.; and Sundays 9 a.m. to 2 p.m.; 4 to 6 p.m.; and 6:15 to 9:45 p.m., PST.

Examiners' Reports . . .

NEW, A. V. Tidmore, Hagerstown, Md.—Chief Examiner Yost (Report 366, Docket 1575) recommended that application for CP to operate on 1210 kc. with 100 w. D. be granted on the grounds that Hagerstown does not have adequate radio service, that station would cause no interference and would increase Maryland's under-quota facilities and that applicant is qualified to operate requested station.

NEW, Charles L. Bennett, Jamaica, N. Y.—Chief Examiner Yost (Report 367, Docket 1459) recommended that applicant be permitted to withdraw his application with prejudice. Commission had denied request for postponement of hearing.

NEW, U. S. Radio and Television Corp., Marion, Ind.—Examiner Pratt (Report 368, Dockets 1583 and 1584) recommended that applications for CPs for visual station and special experimental sound track be granted. Assignment approved covers frequencies of 43 to 46, 48.5 to 50.3, 60 to 80 megacycles, 1 kw., unlimited. Applicant has been engaged in laboratory work.

NEW, Radio Engineering Laboratories, Inc., Long Island, N. Y.—Examiner Pratt (Report 369, Docket 1480) recommended that application for visual broadcasting CP, one channel for visual and one for sound between 23,000 and 60,000 kc., with 250 w. power, be denied. Examiner found applicant had not shown sufficient financial responsibility or technical resources.

WTSL, Laurel, Miss.—Chief Examiner Yost (Report 370, Docket 1422) recommended that application for renewal of license be granted as request for station's facilities had been withdrawn.

NEW, Louisiana Broadcast Co., Baton Rouge, La.—Chief Examiner Yost (Report 371, Docket 1520) recommended that application be denied as in default because of applicant's failure to appear at hearing.

NEW, Sayles & Stewart, Gillette, Wyo.—Examiner Hyde (Report 372, Docket 1519) recommended that application for CP on 1310 kc., with 100 w., be denied on ground that population served would be small and evidence does not assure project would be carried through successfully.

KRMD, Shreveport, La.—Chief Examiner Yost (Report 373, Docket 1576) recommended that application for renewal of license be granted to Radio Station KRMD, Inc., instead of in the name of Robert M. Dean.

WHDH, Boston—Chief Examiner Yost (Report 374, Docket 1355) recommended that application of Matheson Radio Co., Inc., for CP to remove transmitter from Gloucester, Mass., to Saugus, Mass., be granted because of improved transmission conditions.

WCHS, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D, and WFIW, Hopkinsville, Ky.—Examiner Pratt recommended (Examiner's Report No. 376; Dockets No. 1306, 1308, 1310, 1307, 1309, 1466 and 1385) that the applications for horizontal increase in power of these stations, all occupants of 940 kc., from 1 to 5 kw., be denied because of violation of Commission regulations prescribing 1 kw. as maximum night power on regional channels and because other regulations would be violated.

KMLB, Monroe, La., Chief Examiner Yost recommended (Examiner's Report No. 377; Dockets No. 1536 and 1539) that application for renewal of license be granted; that application of KMLB for unlimited time on 1200 kc. with 100 watts be granted; that WJBO, New Orleans, be granted renewal of license and authorized to operate on 1420 kc. with 100 watts daytime instead of unlimited.

Radio Lotteries Halted

LOTTERY rackets, advertised to Americans over stations in Mexico and Cuba, apparently have been squelched through activities of postal inspectors and the issuance of fraud orders against the promoters, according to Horace J. Donnelly, solicitor of the Postoffice Department. Complaints against broadcasts soliciting funds for lottery tickets virtually have ceased coming in, he said, since the Department began its campaign against the promoters several months ago. Letters addressed to these groups from Americans seeking to purchase lottery tickets have been returned to the senders stamped "Fraudulent."

Washington Visitors*

Charles W. Burton, WEEI, Boston
Walter C. Evans, Westinghouse, Pittsburgh
Frank Falknor, Doolittle & Falknor, Chicago
Arthur B. Church, KMBC, Kansas City
Sam Pickard and H. V. Ackerburg, CBS, New York
Frank Page, I. T. & T., New York
Henry A. Bellows, WCCO, Minneapolis
Frank W. Wozencraft, RCA, New York
Freeman Gosden and Charles Correll (Amos 'n' Andy), NBC, Chicago
W. P. Harris, WJDX, Jackson, Miss.
George B. Hartrick, WEXL, Royal Oak, Mich.
William Knight, WTOC, Savannah
J. Buryl Lottridge, KFBI, Milford, Kan.
Capt. Wm. Sparks, Sparks-Withington Co., Chicago
William S. Hedges, WMAQ, Chicago
Harry Shaw, WMT, Waterloo, Ia.
C. A. Schelhamer and D. D. Hooker, Ray-O-Vision, Los Angeles
C. W. Horn, NBC, Chicago
Thomas F. Burley, Jr., WJBI, Asbury Park, N. J.
Frank E. Mullen, NBC, Chicago
George Gruskin, Sanabria Television Corp., Chicago
Walter and Roy Stover, KGGA, Mitchell, S. D.
Harold E. Smith, WOKO, Albany, N. Y.
E. J. Stackpole, Jr., C. M. Meehan and A. R. Michener, WHP, Harrisburg, Pa.
Maj. C. M. Wilhelm, WBAK, Harrisburg, Pa.

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *May 31-June 14.*

Regional Power Boosts Held Blocked by Rules

WHILE UNQUESTIONED improvement would result through a horizontal increase in power from 1 to 5 kw. for the four stations operating during evening hours on the 940 kc. regional channel, such applications cannot be granted under existing radio regulations, Examiner Elmer W. Pratt concluded in his report to the Radio Commission June 14, recommending denial of these applications. The applicants are WCSH, Portland, Me.; KOIN, Portland, Ore.; WDAY, Fargo, N. D., and WFIW, Hopkinsville, Ky.

Analyzing testimony adduced at hearings held over a period from Oct. 22, 1931 to April 1, 1932, Mr. Pratt held that there would be no undue interference to other stations caused by such a blanket increase, and that the services of each of the four stations would be increased appreciably in areas where improved service is needed. Were it not for the power limitation defined in the regulations limiting power on regional waves to the 1 kw. maximum at night, and for the quota regulations and certain other Commission's regulations, the exceptional circumstances developed "might warrant the increase in power," he said.

"While it may be that the facts in this case are such as would warrant the Commission's giving consideration to the amendment or modification of regulations with reference to this particular channel so as to permit the use of higher power than 1 kw., the amendment or modification of regulations is a legislative matter within the administrative discretion of the Commission, and there has not been delegated to the Examiner authority to make any recommendation with regard thereto," he held.

At the original hearings Paul M. Segal appeared as counsel for WCSH, WDAY and KOIN. George O. Sutton appeared for WFIW. Howard S. LeRoy appeared for WBCM, Bay City, Mich., Paul D. P. Spearman for KOMO, Seattle, and Spencer Gorden for WAAT, Jersey City, N. J., all respondents. Examiner Pratt held there was little danger of interference with WBCM and WAAT.

New Copyright Demand

A NEW COPYRIGHT group, calling itself the Society of Jewish Composers, Publishers and Song Writers, and claiming sole ownership of "approximately all" of the Jewish compositions and orchestrations, has introduced itself to stations with threats of infringement suits unless licenses are acquired.

"Should you desire the privilege of using the music of our members in your establishment," said the "Society's" letter to stations, "we should be pleased to issue our license and for that purpose we will forward to you, upon request, our form of application to be filled out and returned by you. Unless we hear from you within five days from the date hereof, we shall assume that you do not wish to have our license and therefore we will institute suit against you for the infringement of our copyrighted musical works."

Inquiry has been made of E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, about the new Society, and a reply is awaited. Broadcasters licensed by ASCAP have the understanding that the license from that organization covers them completely. The Jewish Society headquarters are given as Strand Theatre Bldg., New York. Its officers are listed as Joseph Rumshinsky, president; Alexander Olshanetsky, treasurer; Sholom Secunda, secretary, and Joseph Steinberg and A. Edward Moskowitz, counsel.

LAST CALL
for
Frequency Monitors

FEDERAL RADIO COMMISSION
APPROVAL NO. 1452
CYCLES PER SECOND
100
50
0
50
100
LOW
HIGH
GENERAL RADIO CO.
CAMBRIDGE, MASS.
PATTERN No 147
SERIAL No 1577

June 21, deadline for General Order 116, will soon be here. Will your station be allowed to continue operating? It will if you have ordered General Radio frequency-monitoring equipment, because General Radio has Federal Radio Commission approval and General Radio is making deliveries on schedule.

Here is a summary of the reasons for your choice of General Radio. No other monitor has all of these advantages:

1. General Radio makes a definite accuracy guarantee, a promise of performance that has been proved by actual routine operation in almost 100 stations.

2. The General Radio monitor has the large visible meter showing at all times direction as well as the amount of a frequency drift.

3. The General Radio monitor mounts *either* on a standard relay rack or on a small desk-type rack.

4. The price is $550. Liberal discount for cash or terms can be arranged.

ORDER TODAY BY TELEGRAPH COLLECT

GENERAL RADIO CO.

CAMBRIDGE A, MASSACHUSETTS

Advertising Limit Called Dangerous

(*Continued from page 10*)

gregate expenditures of $37,354,082.68 for 571 stations while for 2 others at educational institutions all activity was cared for without any direct expenditure allocated to radio.

"For the individual stations," the Commission added, "separate statements were obtained of profit or loss, to be computed without counting depreciation as an expense. Profits thus computed were reported for 333 stations aggregating $5,451,717.05 and varying from $13.94 to $376,279 for particular stations. Losses similarly computed were reported for 180 stations, aggregating $2,200,743.76 and varying from $22.50 up to $178,535.72 in the case of a company operating two stations. A balance without profit or loss was reported by three stations while no figures were given for 53 other reported stations of non-profit character and no report was made for 38 stations, or less than 7 per cent of all."

Education By Radio:

THE REMAINDER of the report was devoted to answers to questions propounded by Senator Dill on educational broadcasting and the whole history of Commission allocations having to do with educational stations. The effect of these questions and answers was to show that the number of educational stations dropped from 95 in 1927 to 44 as of January 1, 1932, mainly because of lack of public demand and because they were unable to compete with the more popular programs of commercial stations. Licenses of 23 of these stations voluntarily were assigned by the educational institutions to commercial enterprises; 18 were deleted by reason of voluntary abandonment, and 10 were deleted for cause.

In response to the question: "How many quota units are assigned to the NBC and other stations it uses?" the Commission replied that there were charged to stations owned, controlled and operated by NBC 44.27 units and to the other stations it was using 140.63 units, a total of 184.90 units. During the period covered by the survey there were charged to stations owned, controlled and operated by CBS 29.07 units and to the other stations it was using 85.03 units, a total of 114.10 units. There are approximately 435 units in the whole broadcasting system, one unit being the equivalent of one full time 1,000 watt station.

To the third phase of the question, as to how many quota units are assigned to stations under control of educational institutions, the Commission replied that during the period covered by the survey, there were charged to stations under control of educational institutions 24.14 units, of which 18.33 units were charged to publicly controlled educational institutions and 5.81 units to privately controlled educational institutions.

To the question: "To what extent are commercial stations allowed free use of their facilities for broadcasting programs for use in schools and public institutions?" the Commission's analysis showed that appreciably more time is so devoted than was expected.

Of 533 stations that submitted reports, exclusive of educational stations, 521 (97.75 per cent), reported they had offered their facilities to local educational institutions and only 12 (2.25 per cent) reported they had not. Of the 521, 444 (85.22 per cent), reported their facilities were offered free; 21 (4.03 per cent) reported their facilities were offered free except for remote control charges; 38 (7.29 per cent) reported a free offer but that they specified the programs must be meritorious, of high quality and in the public interest.

Absolute faith in commercial broadcasting and its ability to handle educational radio was expressed by the Commission in reply to the final question: "Does the Commission believe that educational programs can be safely left to the voluntary gift of the use of facilities by commercial stations."

"The present attitude of broadcasters, as indicated herein," the Commission said, "justifies the belief that educational programs can be safely left to the voluntary gift of the use of commercial stations." The Commission backed this by pointing out that of 533 stations that answered the question whether they had offered their facilities to local schools, colleges and universities, 521 or 97.75 per cent answered "yes" and 12, or 2.25 per cent answered "no."

KMBC

▪▪ facilities have improved constantly, not only to keep ahead of competition, but also to render its clients maximum service—

ANNOUNCES!

100% NEW MOST EFFICIENT WESTERN ELECTRIC EQUIPMENT

With this installation of the finest products of the great Bell Telephone laboratories and Western Electric plants; and with the most complete technical, programming and merchandising personnel, KMBC stands out in the forefront of America's leading broadcasting stations.

KMBC OF KANSAS CITY

Successful Radio Programs

result largely from a shrewd selection of appropriate talent. . . . A clever choice of capable artists may be effected by consulting with NBC ARTISTS SERVICE. . . . This organization, presenting a more brilliant array of representative artists than any other agency of its kind, offers an unusual service to broadcast advertisers. . . . Incidentally, this wide range of talent and the extensive facilities of NBC ARTISTS SERVICE are available for all forms of public entertainment and private functions, including lectures, concerts, banquets, conventions, dances, recitals, stage productions, motion pictures and phonograph recording. . . . Inquiries will receive immediate attention.

★ ★ ★ ★ ★ ★

NBC ARTISTS SERVICE • 711 FIFTH AVENUE • NEW YORK CITY
GEORGE ENGLES . . . MANAGING DIRECTOR

BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Station manager with 10 years' experience covering every phase of broadcasting and now managing major network station desires executive connection with progressive broadcaster. Has served present employer in managerial and similarly responsible capacities eight years. Intimately familiar with all problems, local and network broadcasting, and has excellent record of productivity. Entirely competent to build new organization or revivify existing organization, build listener circulation and increase earnings by boosting sales levels and installing efficient operative systems. Reasons for making change thoroughly justified. Can furnish excellent references. Box 33, BROADCASTING.

Transcriptions

Manufacturers of Electrical Transcriptions: Send us your complete list of productions and prices. WHPR, Petersburg, Va.

Wanted to Buy

Used Equipment wanted: 33 1/3 turntables, 3 channel portable amplifiers, condenser mikes, 78 turntables, phonograph pickups, Hill and Dale pickups, or what have you? In replying give condition and full technical details, photo if possible. Price and terms. WPHR, Petersburg, Va.

Microphone Service

Guaranteed Microphone Repairs—Any make or model—24-hour service. Stretched diaphragm double button repairs $7.50. Others $3.00. Single button repairs $1.50. Write for 1932 Catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, Calif.

The Other Fellow's Viewpoint...

The Music Nightmare

To the Editor of BROADCASTING:

With reference to the campaign to obtain a fair settlement with the American Society of Composers and Publishers.

As you are, doubtless, aware there is another society known as the "Society of European Stage Authors and Composers, Inc.," of 113 West 42nd Street, New York City, who are active in an attempt to force broadcasting stations to obtain a license from them to cover the broadcasting of some thirty thousand publications, which they claim to control.

Regardless of whatever settlement is finally arrived at with the ASCAP, it would appear that the greatest danger, so far as broadcasting stations are concerned, is that of broadcasting numbers which are not covered by this license with ASCAP.

The license fee charged by the ASCAP alone is a sufficient burden on the finances of the less prosperous stations, the majority of which, under present conditions, are having a hard time to keep "out of the red."

If, in addition to the fee charged by the ASCAP, stations would be "shot at" by any individual or society other than the ASCAP, their position would indeed be precarious.

If a reasonable license fee is eventually agreed upon with the ASCAP, unless some means is found of identifying, at a glance, the productions which are covered by the license they issue, the broadcasting stations will be little better off than they are at present.

I would, therefore, suggest that you give some thought to the feasibility of forcing the ASCAP, either by agreement, or if possible, by Act of Congress, to stamp or print on every piece of music controlled by them, a notice that such production is controlled by them, such announcement to be printed in a conspicuous place on every sheet.

If there is some way of accomplishing this, the radio stations will be free of the "night-mare" of not knowing whether the music they are broadcasting will lay them open to legal action on the part of some person or persons or society upon whose rights they are unwittingly infringing. If some identifying mark is printed on every sheet, as suggested above, the program director's job would be quite simple, as all he would have to do to safeguard his station in this respect, would be to refuse to allow any piece to be broadcast, which did not have such identifying mark.

With apologies for the length of this letter and hoping there may be some constructive thought in it, and with good wishes for your success,

Yours sincerely,
A. C. PRITCHARD,
Manager, WWL,
New Orleans, La.

May 24, 1932.

Warns Stations

To the Editor of BROADCASTING:

Warn the readers of your magazine to be on the lookout for one Wm. Krug, age about 40, black hair, small black moustache, weight about 240 pounds, and an inveterate cigar smoker, who will approach you with a campaign called "Captain Kid's Pirates" and will rely upon a letter of recommendation issued by the Merchants Bank of Muncie, Indiana, at least, that is the letter he used here. He wants to buy one-half hour time, four days a week, 13 weeks and resell to local merchants.

When last seen, Krug was under arrest on a fugitive confidence game warrant issued at Mt. Vernon, Ill. The Sheriff of Madison County also holds a warrant for conversion of automobiles. When last heard of, Krug was starting a newspaper campaign at Evansville, Indiana, and we are advised that he issued hot checks there.

Fortunately for us we watched him too close but another station we know of were his victims.

If found advise the Sheriff of Madison County and Sheriff of Mt. Vernon, Ill.

A. L. McKEE,
Manager, WHBU,
Anderson, Ind.

June 7, 1932.

Another Warning

To the Editor of BROADCASTING:

While it is rather difficult to admit being so completely taken in, we feel that in fairness to other stations we should pass on an experience which we just went through.

Mr. Todd Warner, a special promotion man, came to this station to put on a special program. At the time, we told him we were rather afraid for its success, but he was insistent, and felt that he could put it across. As expected, the sales campaign was not a success, and now we find that he has collected cash on several contracts and skipped.

We let you know of this in the hope that its publication may be a warning to other stations. We shall fully protect you as to the accuracy of this report, if you see fit to publish it.

If Todd Warner approaches any station, we should like to be advised, as we have issued a warrant for his arrest.

H. E. FISHER,
General Manager,
KFLV, Rockford, Ill.

June 1, 1932.

Politics and Radio

(*Continued from page 29*)

Tuesday and Thursday night NBC offerings to speakers of the Republican and Democratic parties, delivering intensely partisan speeches. The Republicans get the Tuesday period, the Democrats the Thursday period, the sponsor's announcer reiterating that "Lucky Strike takes no sides." The leaders in both parties have been heard in talks that often won front page attention the next day. Even Senator Fess, chairman of the Republican national committee, a critic of commercial broadcasting and author of the educators' 15 per cent bill, took advantage of the American Tobacco Company's hospitality.

During the Republican and Democratic national conventions, Lowell Thomas, author, traveler and news broadcaster, was scheduled to go to Chicago to report the conventions in daily news summaries on the NBC-WJZ network under the sponsorship of the Sun Oil Co. It is not improbable that other sponsors, besought to give up time to politics anyhow, may also turn over part of their broadcast periods to the politicians without cost.

IS YOURS a "drygoods" studio?

These are a few of the stations which have combined Acoustics and Sound Insulation with beautiful interiors:

WBRC, WNAC, WBEN, WDOD, KYW, WJKS, WBBM, WMAQ, WENR, NBC (Chicago & New York), WHK, WCFL, WHFC, WCHI, KMBC, WIBA, WCCO, WMCA, KQV, KWK, KMOX, KLX, WBZ, WWVA, WTAG, WCAO.

USG Specializes in Studio Design

Sound Absorption
Acoustone
Acousteel
Sabinite "A"
Sabinite 38

Sound Insulation
Floors
Ceilings
Walls
Doors

Machinery Isolation

Without obligation, a USG Sound Control Engineer will gladly consult with you. For an appointment or further information please address the United States Gypsum Company, Dept. B-6, 300 W. Adams St., Chicago.

USG

UNITED STATES GYPSUM CO.

SOUND CONTROL SERVICE

KSTP
ST. PAUL
MINNEAPOLIS

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

by August

25,000 watts

IN THE HEART OF AN EASY ✓ MARKET

•

In mid-summer WBT will take its position in the ranks of the comparatively few high power stations in the country. In stepping up from 5 KW to 25 KW, WBT becomes the only high power broadcaster between Philadelphia and Atlanta and will serve a market offering juicy possibilities to national or sectional advertisers.

ADEQUATE POWER—PLUS LISTENER INTEREST

Unusually high standards, sound policies, Columbia Broadcasting System and Dixie Network programs, and network-quality studio programs have won the *undivided* loyalty of WBT's present audience* and will attract a new and tremendous array of listeners by the early fall. They'll be listening for the start of your fall-and-winter 1932-1933 campaign.

YOU CAN'T FIGURE IT OUT!

•

No advertiser with distribution in the South Central states can afford to omit WBT from his radio advertising schedule. At modest cost coverage will be available over a myriad of cities, towns and communities comprising a major market of splendid proportions.

**The Third Price-Waterhouse Survey shows that 93.1% of the Charlotte audience habitually listen to WBT.*

✓ Do you question the phrase "Easy Market"? It is well chosen for more reasons than one. It is NOT keenly competitive—this market can be captured by the makers of numerous products with but part of the appropriation that would be required to make an impression in more hotly contested fields.
And get THIS: The South did not rise to spectacular heights in '28-'29. It has not fallen to the depths. Business IS good. If you want a better outlook on the near future, spend your vacation in Dixie.

STATION WBT INCORPORATED

• Key Station of the Dixie Network
of the Columbia Broadcasting System

WILDER BUILDING
CHARLOTTE
NORTH CAROLINA

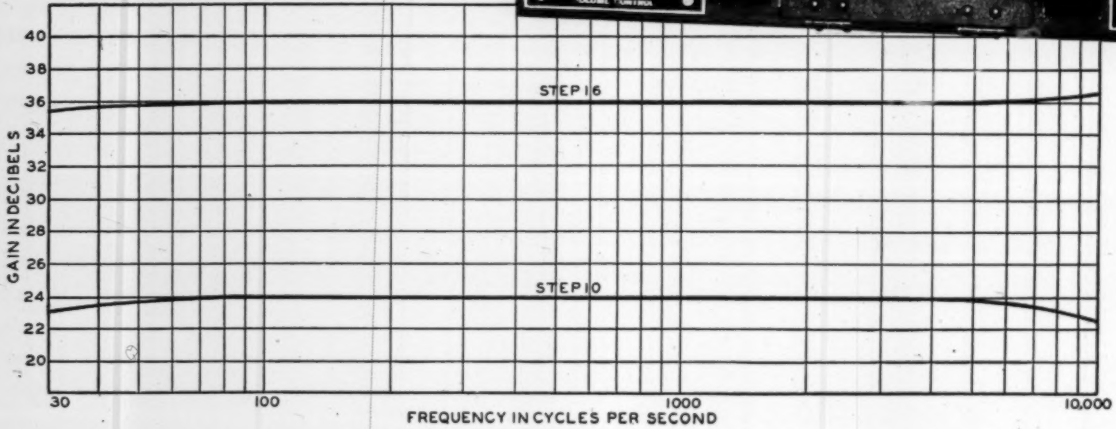
• THE COLUMBIA BROADCASTING SYSTEM

Designed for tomorrow

RCA Victor Speech Input Equipment

Type 24-B Monitoring Amplifier

VOLUME CONTROL
FILAMENT RHEOSTAT



Frequency Response of Type 24-B Amplifier

Have you noticed, Mr. Broadcaster, how rapidly the frequency range of broadcast receivers is growing? The new RCA Victor Receiver Model R-78 reproduces with fidelity frequencies from 35 to 5200 cycles. If you don't visualize immediately the extent of this frequency band try marking it off with a heavy pencil on the above graph. Surprising, isn't it? And important to you . . . for it indicates again the necessity of providing in the design of transmitting equipment for increasing future requirements. RCA Victor speech input panels such as the Type 24-B Monitoring Amplifiers were developed with this in mind. That is why we say "designed for tomorrow."

TRANSMITTER SECTION

RCA Victor Company, Inc.

Camden, N. J.

"RADIO HEADQUARTERS"

New York: 153 E. 24th St.
San Francisco: 235 Montgomery St.

Chicago: 111 N. Canal St.
Dallas: Santa Fe Bldg.